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Economics and Statistics Administration
BUREAU OF THE CENSUS

Monthly Retail Trade

Sales and Inventories

March 1996

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Issued May 1996

Sales. Total sales for all retail stores in the United States during March 1996 were an estimated \$204.5 billion. These estimates were adjusted for seasonal variations, holiday, and trading-day differences, but not for price changes. The month-to-month percentage change from February 1996 sales was an estimated +0.5 (± 0.5) percent, while the year-to-year change from March 1995 was an estimated +6.2 (± 0.9) percent.

Excluding the automotive group, the March sales were +0.5 (± 0.2) percent when compared to the February 1996 sales, while the change from March 1995 was +4.1 (± 0.7) percent.

The year-to-year changes for the major kinds of business ranged from the automotive group stores, which were +12.8 (± 3.3) percent, to the building materials group, which were -1.0 (± 3.1) percent.

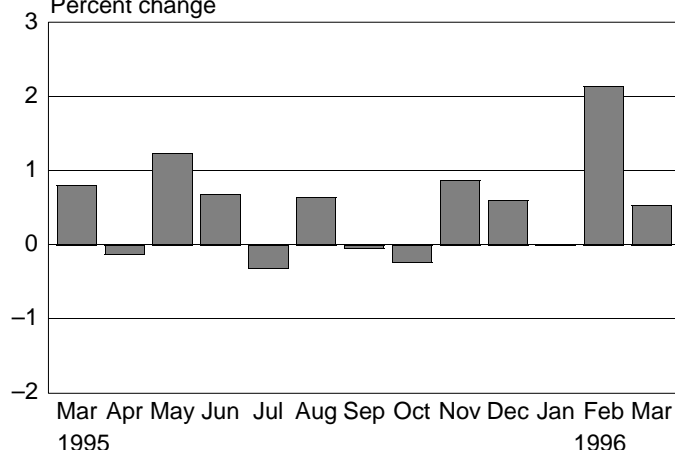
The year-to-year change for sales in the Mountain Division was +9.2 (± 3.6) percent, while the change in sales for the West North Central Division was +0.4 (± 2.6) percent.

Inventories. After adjustment for seasonal variations but not for price changes, total retail inventories in stores and warehouses servicing retail establishments were an estimated \$302.9 billion at the end of March. The month-to-month percentage change from February inventories was an estimated -0.6 (± 0.3) percent but was an estimated 1.8 (± 0.8) percent above March 1995.

For durable goods stores the percentage change from February was -0.8 (± 0.4) percent, while the change from March 1995 was +2.6 (± 1.4) percent. For nondurable goods stores, the month-to-month change from February was -0.4 (± 0.1) percent, while the year-to-year change from March 1995 was +1.0 (± 0.4) percent.

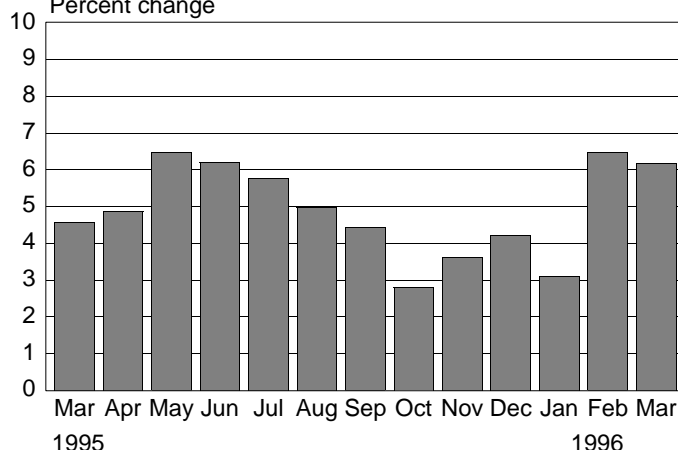
The total inventories/sales ratio for March based on seasonally adjusted data was 1.48, down .06 from March a year ago.

Figure 1.
Retail Sales
Month-to-Month Percent Change*
Percent change



* (DATA ADJUSTED for seasonal, holiday, and trading-day differences, but not adjusted for price changes)

Figure 2.
Retail Sales
Year-to-Year Percent Change*
Percent change



Data are based on a sample and are subject to sampling and nonsampling errors. A discussion of the reliability of the data is in appendix B.

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Figure 3.
Estimated Monthly Retail Sales:
January 1986 - March 1996

— Unadjusted
— Adjusted for seasonal, holiday,
and trading-day differences, but
not for price changes

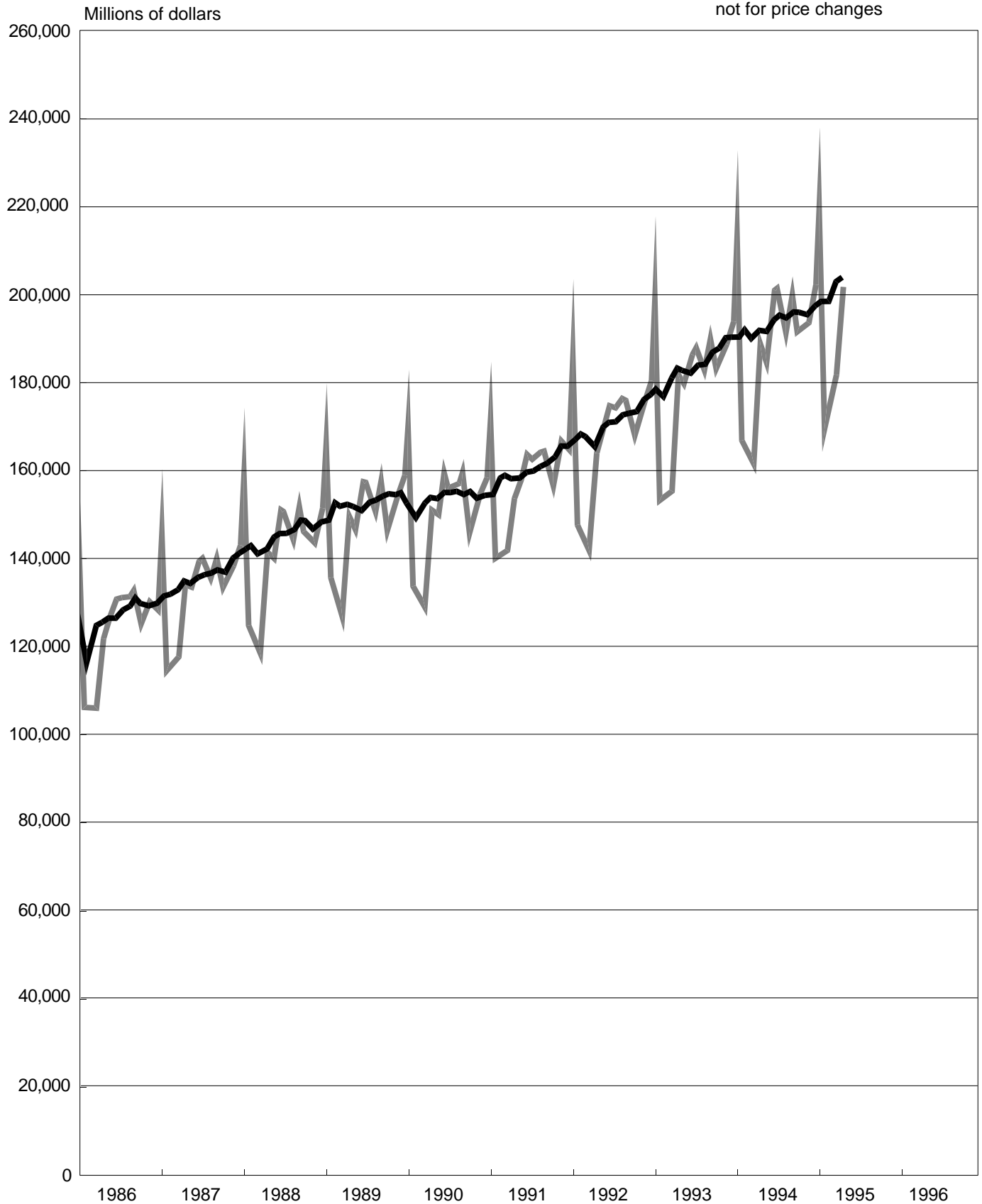


Table 1. Estimated Monthly Retail Sales by Kinds of Business

[Data in millions of dollars]

SIC code	Kind of business	1996			1995										Total 3 mos.	
		Jan.	Feb.	Mar. ^P	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	1996	1995
	Unadjusted															
	Retail sales, total	174,839	181,901	201,813	192,131	187,534	201,372	202,575	194,879	204,178	192,776	193,987	202,359	237,994	558,553	523,163
	Total (excl. automotive group)	131,644	134,156	147,682	142,223	141,182	150,236	149,301	146,401	152,504	145,489	147,165	157,990	195,690	413,482	394,235
	Durable goods, total	69,646	74,500	84,034	78,537	75,039	83,389	85,403	79,182	84,383	78,241	77,791	77,921	87,086	228,180	207,777
52	Building materials group stores	7,983	8,151	9,637	10,006	10,606	12,293	11,878	10,976	11,339	10,838	11,058	10,213	9,578	25,771	25,847
521,3,5	Building materials, supply stores, hardware	7,232	7,374	8,603	8,782	9,102	10,372	10,337	9,726	9,892	9,512	9,830	9,070	8,398	23,209	23,108
521,3	Building materials, supply stores	6,246	6,440	7,557	7,725	7,952	9,039	9,009	8,507	8,720	8,368	8,695	7,879	7,154	20,243	20,326
525	Hardware stores	986	934	1,046	1,057	1,150	1,333	1,328	1,219	1,172	1,144	1,135	1,191	1,244	2,966	2,782
55 ex 554	Automotive dealers	43,195	47,745	54,131	49,908	46,352	51,136	53,274	48,478	51,674	47,287	46,822	44,369	42,304	145,071	128,928
551,2,5	Motor vehicle and miscellaneous automobile dealers	40,538	45,079	51,115	47,016	43,509	48,123	50,182	45,451	48,493	44,292	43,749	41,365	39,530	136,732	121,224
6,7,9	Motor vehicle dealers	38,888	43,115	48,636	44,366	40,860	45,189	46,949	42,782	45,739	41,915	41,596	39,809	37,742	130,639	115,585
551,2	Motor vehicle dealers, new & used	35,894	39,527	44,377	40,882	37,682	41,811	43,438	39,069	42,080	38,500	38,347	36,724	35,063	119,798	106,271
551	Auto & home supply stores	2,657	2,666	3,016	2,892	2,843	3,013	3,092	3,027	3,181	2,995	3,073	3,004	2,774	8,339	7,704
57	Furniture group stores	10,153	9,891	10,882	10,114	9,401	10,142	10,328	10,240	11,009	10,753	10,857	12,485	15,896	30,926	28,812
571	Furniture & home furn. stores	4,826	4,826	5,385	5,093	4,896	5,273	5,291	5,317	5,596	5,527	5,567	6,255	6,676	15,037	14,286
5712	Furniture stores	2,946	3,006	3,277	3,122	2,908	3,116	3,150	3,137	3,281	3,274	3,255	3,516	3,652	9,229	8,820
5713	Floor covering stores	826	762	889	900	880	929	955	901	957	971	953	988	976	2,477	2,501
5722,31,34	Household appliance, radio, TV and computer stores	4,531	4,247	4,586	4,221	3,770	4,122	4,250	4,143	4,524	4,376	4,483	5,255	7,540	13,364	12,192
5722	Household appliance stores	636	593	666	715	645	728	782	813	785	695	691	768	877	1,895	2,006
5731,34	Radio, TV and computer stores	3,895	3,654	3,920	3,506	3,125	3,394	3,468	3,330	3,739	3,681	3,792	4,487	6,663	11,469	10,186
5941	Sporting goods stores and bicycle shops	1,441	1,425	1,822	1,672	1,683	1,726	1,840	1,799	1,952	1,666	1,490	1,654	2,920	4,688	4,250
5942	Book stores	1,243	687	671	644	633	720	738	711	1,133	998	675	768	1,325	2,601	2,563
5944	Jewelry stores	1,072	1,479	1,374	1,145	1,213	1,616	1,402	1,272	1,408	1,340	1,387	1,891	4,526	3,925	3,296
	Nondurable goods, total	105,193	107,401	117,779	113,594	112,495	117,983	117,172	115,697	119,795	114,535	116,196	124,438	150,908	330,373	315,386
53	General merchandise group stores	18,514	20,413	23,121	22,341	22,743	23,911	23,934	23,054	24,526	23,059	23,969	29,817	42,780	62,048	59,111
531	Dept. stores (excl. leased depts.)	14,144	15,706	17,948	17,341	17,637	18,380	18,439	17,831	19,066	17,948	18,617	23,584	34,014	47,798	45,367
531	Dept. stores (incl. leased depts.) ¹	14,413	16,037	18,325	17,661	17,972	18,715	18,762	18,128	19,417	18,275	18,939	24,017	34,541	48,775	46,208
531 pt.	Conventional department stores (including, leased depts.) ¹	2,803	3,636	4,192	4,057	4,039	4,258	4,079	3,782	4,463	4,338	4,310	5,777	9,012	10,631	10,231
531 pt.	Discount department stores (including, leased depts.) ¹	9,231	9,906	11,176	10,455	10,862	11,323	11,497	11,114	11,516	10,848	11,380	13,915	19,234	30,313	27,703
531 pt.	National chain department stores (including, leased depts.) ¹	2,379	2,495	2,957	3,149	3,071	3,134	3,186	3,232	3,438	3,089	3,249	4,325	6,295	7,831	8,274
533	Variety stores	458	555	622	563	607	622	619	574	601	588	619	732	1,156	1,635	1,550
539	Miscellaneous general merchandise stores	3,912	4,152	4,551	4,437	4,499	4,909	4,876	4,649	4,859	4,523	4,733	5,501	7,610	12,615	12,194
54	Food group stores	33,681	32,674	35,057	34,018	33,452	34,880	34,722	35,219	35,045	33,875	33,634	34,297	38,048	101,412	97,340
541	Grocery stores	32,054	31,000	33,272	32,330	31,682	33,122	32,976	33,468	33,259	32,146	31,837	32,481	35,626	96,326	92,537
542	Meat, fish (seafood) markets	451	455	480	485	485	480	485	500	514	486	472	510	669	1,386	1,368
546	Retail bakeries	477	477	531	519	526	556	547	542	552	540	585	562	613	1,485	1,469
554	Gasoline service stations	11,678	11,435	12,700	12,097	11,998	13,152	13,395	13,195	13,346	12,419	12,389	11,872	12,130	35,813	34,296
56	Apparel & accessory stores	6,472	7,352	8,833	8,547	8,827	8,890	8,761	8,362	9,616	9,171	8,880	10,616	15,180	22,657	21,659
561	Men's & boys' clothing, furnishings, cafeterias	675	684	742	733	790	783	804	698	755	782	817	975	1,579	2,101	2,108
562,3	Women's clothing specialty stores	1,892	2,194	2,556	2,840	2,890	3,041	2,813	2,615	2,822	2,838	2,784	3,111	4,533	6,642	7,129
562	Women's ready to wear	1,614	1,885	2,259	2,571	2,620	2,727	2,534	2,333	2,493	2,535	2,466	2,730	3,920	5,758	6,359
565	Family clothing stores	2,272	2,646	3,248	2,807	2,864	2,864	2,965	2,916	3,386	3,230	3,207	4,189	6,124	8,166	7,124
566	Shoe stores	1,129	1,279	1,591	1,537	1,679	1,628	1,617	1,526	1,885	1,593	1,430	1,618	2,044	3,999	3,738
58	Eating and drinking places	17,583	18,347	20,326	19,421	19,485	20,306	20,328	20,666	21,015	19,653	19,766	18,750	19,852	56,256	53,785
5812	Eating places	16,699	17,433	19,331	18,463	18,544	19,349	19,391	19,709	20,049	18,672	18,799	17,799	18,857	53,463	51,097
5812 pt.	Restaurants, lunchrooms, cafeterias	9,608	10,097	11,127	10,428	10,516	11,000	10,953	11,432	11,619	10,643	10,710	10,253	10,737	30,832	29,050
5812 pt.	Refreshment places	6,894	7,084	7,903	7,846	7,756	8,053	8,064	8,061	8,179	7,744	7,747	7,312	7,844	21,881	21,621
5813	Drinking places (alcoholic bev)	884	914	995	958	941	957	937	957	966	981	967	951	995	2,793	2,688
591	Drug & proprietary stores	6,995	6,961	7,255	7,033	6,847	7,155	6,910	6,664	6,894	6,711	6,922	7,037	8,797	21,211	20,303
592	Liquor stores	1,705	1,674	1,847	1,758	1,733	1,846	1,904	1,929	1,903	1,886	1,828	1,919	2,651	5,226	4,864
596	Nonstore retailers ²	5,276	5,242	5,740	5,766	5,152	5,442	5,203	4,794	5,514	5,749	6,567	7,545	8,013	16,258	15,791
5961	Total mail order ³	3,716	3,388	3,787	3,676	3,247	3,442	3,227	3,094	3,500	3,736	4,330	5,332	5,954	10,891	10,180
598	Fuel dealers	2,145	1,913	1,622	1,356	978	900	762	694	787	859	993	1,329	1,847	5,680	4,593
53,56,57,594	GAF, total⁴	41,171	43,827	49,369	46,883	46,988	49,657	49,671	48,092	52,417	49,672	50,240	61,382	90,250	134,367	126,449
594	Miscellaneous shopping goods stores	6,032	6,171	6,533	5,881	6,017	6,714	6,648	6,436	7,266	6,689	6,534	8,464	16,394	18,736	16,867

See footnotes at end of table.

Table 1. Estimated Monthly Retail Sales by Kinds of Business—Continued

[Data in millions of dollars]

SIC code	Kind of business	1996			1995										Total 3 mos.	
		Jan.	Feb.	Mar. ^P	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	1996	1995
	Adjusted⁵															
	Retail sales, total	199,129	203,392	204,492	192,574	192,337	194,730	196,080	195,465	196,716	196,644	196,193	197,914	199,104	607,013	576,706
	Total (excl. automotive group)	150,040	152,191	152,922	146,846	146,883	148,410	148,782	148,597	148,564	149,468	148,628	149,801	150,409	455,153	440,625
	Durable goods, total	80,623	83,285	84,302	76,454	76,110	77,413	78,329	78,006	79,527	78,711	79,160	80,296	80,852	248,210	228,627
52	Building materials group stores . .	10,241	10,421	10,415	10,520	10,290	10,202	10,283	10,340	10,280	10,349	10,498	10,601	10,608	31,077	31,486
521.3	Building materials, supply stores . .	7,866	8,000	8,100	8,055	7,889	7,826	7,861	7,921	7,786	7,932	8,073	8,098	8,242	23,966	24,302
525	Hardware stores	1,178	1,191	1,136	1,144	1,124	1,138	1,177	1,145	1,142	1,137	1,136	1,198	1,160	3,505	3,338
55 ex																
554	Automotive dealers	49,089	51,201	51,570	45,728	45,454	46,320	47,298	46,868	48,152	47,176	47,565	48,113	48,695	151,860	136,081
551.2,5	Motor vehicle and miscellaneous															
6,7,9	automobile dealers	46,066	48,161	48,496	42,859	42,614	43,472	44,448	43,999	45,236	44,248	44,596	45,109	45,699	142,723	127,535
553	Auto & home supply stores	3,023	3,040	3,074	2,869	2,840	2,848	2,850	2,869	2,916	2,928	2,969	3,004	2,996	9,137	8,546
57	Furniture group stores	10,989	11,153	11,367	10,437	10,366	10,621	10,694	10,672	11,036	11,129	11,115	11,265	11,229	33,509	31,579
571	Furniture & home furn. stores	5,410	5,484	5,575	5,213	5,225	5,278	5,328	5,371	5,402	5,544	5,523	5,615	5,573	16,469	15,802
5722,31,34	Household appliance, radio, TV and computer stores	4,705	4,756	4,843	4,392	4,309	4,490	4,493	4,417	4,654	4,665	4,699	4,743	4,781	14,304	13,224
	Nondurable goods, total	118,506	120,107	120,190	116,120	116,227	117,317	117,751	117,459	117,189	117,933	117,033	117,618	118,252	358,803	348,079
53	General merchandise group stores . .	24,834	25,636	25,171	24,490	24,515	24,814	25,040	25,079	24,774	25,049	24,567	24,743	24,768	75,641	73,279
531	Dept. stores (excl. leased depts.) . .	19,402	20,008	19,509	18,993	19,026	19,226	19,409	19,509	19,239	19,509	19,134	19,347	19,326	58,919	56,846
531	Dept. stores (incl. leased depts.) ¹ . .	19,865	20,164	19,951	19,392	19,375	19,485	19,656	19,766	19,614	19,776	19,531	19,795	19,685	59,980	57,882
531 pt.	Conventional department stores (including. leased depts.) ¹	4,521	4,728	4,581	4,518	4,493	4,530	4,552	4,551	4,504	4,566	4,448	4,510	4,497	13,830	13,592
531 pt.	Discount department stores (including. leased depts.) ¹	12,067	12,140	12,121	11,414	11,458	11,484	11,637	11,687	11,703	11,804	11,744	11,822	11,829	36,328	33,844
531 pt.	National chain department stores (including. leased depts.) ¹	3,277	3,296	3,249	3,460	3,424	3,471	3,467	3,528	3,407	3,406	3,339	3,463	3,359	9,822	10,446
533	Variety stores	650	667	688	621	620	634	640	630	617	645	638	637	650	2,005	1,958
539	Miscellaneous general merchandise stores	4,782	4,961	4,974	4,876	4,869	4,954	4,991	4,940	4,918	4,895	4,795	4,759	4,792	14,717	14,475
54	Food group stores	35,020	34,807	34,910	33,847	34,037	34,090	34,039	34,169	34,358	34,495	34,542	34,839	104,737	102,181	
541	Grocery stores	33,182	32,979	33,074	32,105	32,263	32,377	32,298	32,399	32,385	32,536	32,687	32,710	32,987	99,235	96,903
554	Gasoline service stations	12,517	12,566	13,066	12,433	12,395	12,574	12,818	12,425	12,392	12,272	12,075	12,028	12,265	38,149	37,031
56	Apparel & accessory stores	9,212	9,615	9,359	9,279	8,947	9,190	9,228	9,117	9,011	9,265	9,056	9,257	9,172	28,186	27,609
561	Men's & boys' clothing, furnishings. .	830	859	830	843	826	821	822	820	837	846	840	861	834	2,519	2,587
562.3	Women's clothing specialty stores . .	2,691	2,835	2,643	2,986	2,905	2,944	2,949	2,886	2,830	2,884	2,806	2,775	2,784	8,169	8,949
566	Shoe stores	1,566	1,603	1,604	1,618	1,569	1,609	1,607	1,598	1,550	1,541	1,538	1,582	1,543	4,773	4,600
58	Eating and drinking places	19,537	19,856	19,986	19,267	19,446	19,563	19,434	19,626	19,640	19,653	19,570	19,531	19,501	59,379	57,512
591	Drug & proprietary stores	7,138	7,191	7,241	6,929	6,973	7,028	7,008	6,978	7,013	7,109	7,099	7,188	7,129	21,570	20,905
592	Liquor stores	1,971	1,942	1,948	1,868	1,842	1,844	1,865	1,839	1,868	1,901	1,896	1,921	1,929	5,861	5,548
5961	Total mail order ³	3,815	3,977	3,904	3,661	3,686	3,799	3,860	3,951	3,964	3,937	3,929	3,967	3,964	11,696	10,991
53,56																
57,594	GAF, total⁴	52,613	54,099	53,778	51,249	50,966	51,923	52,236	52,165	52,153	52,826	52,146	52,856	52,776	160,490	153,667

^PPreliminary estimates.¹Includes data for leased departments operated within department stores. Data for this line not included in broader kind-of-business totals.²Includes establishments primarily selling merchandise through coin-operated vending machines, by house-to-house canvass or from mail order.³The sales estimates for "total mail order", SIC 5961, are the sums of the "mail-order houses (department store merchandise)" and the "other mail-order," formerly published in the *Monthly Retail Trade Report*.⁴GAF represents stores which specialize in department store types of merchandise (general merchandise, apparel, furniture, and miscellaneous shopping goods stores). (See appendix A.)⁵Data are adjusted for seasonal variations, holiday, and trading-day differences, but not for price changes. Each month, new factors are developed using the latest estimates and applied to the unadjusted Advance (the month after the Preliminary estimate, but not available in this publication), Preliminary, and Final (the month before the Preliminary estimate) estimates and to the estimates of the previous year that correspond to the Advance and Preliminary months. (See appendix C.)

Note: U.S. and group totals include data for kinds of business not shown. Measures of sampling variability are shown in table B-1.

Table 2. Percent Change in Estimated Monthly Retail Sales by Kinds of Business

SIC code	Kind of business	Percent change			SIC code	Kind of business	Percent change		
		Mar. 1996 from		3 mos. 1996 from 3 mos. 1995			Mar. 1996 from		3 mos. 1996 from 3 mos. 1995
		Mar. 1995	Feb. 1996				Mar. 1995	Feb. 1996	
	Unadjusted				58	Eating and drinking places	+4.7	+10.8	+4.6
	Retail sales, total	+5.0	+10.9	+6.8	5812	Eating places	+4.7	+10.9	+4.6
	Total (excl. automotive group)	+3.8	+10.1	+4.9	5812 pt.	Restaurants, lunchrooms, cafeterias	+6.7	+10.2	+6.1
	Durable goods, total	+7.0	+12.8	+9.8	5812 pt.	Refreshment places	+7	+11.6	+1.2
					5813	Drinking places (alcoholic bev)	+3.9	+8.9	+3.9
52	Building materials group stores	-3.7	+18.2	-3	591	Drug & proprietary stores	+3.2	+4.2	+4.5
521,3,5	Building materials, supply stores, hardware	-2.0	+16.7	+4	592	Liquor stores	+5.1	+10.3	+7.4
521,3	Building materials, supply stores ..	-2.2	+17.3	-4	5943	Stationery stores*	-5.6	-2.9	+8
523	Paint, glass, wallpaper stores*	+2.2	+15.9	+5.8	596	Nonstore retailers ²	-5	+9.5	+3.0
525	Hardware stores	-1.0	+12.0	+6.6	5961	Total mail order ³	+3.0	+11.8	+7.0
55 ex					598	Fuel dealers	+19.6	-15.2	+23.7
554	Automotive dealers	+8.5	+13.4	+12.5	5992	Florist shops*	+2.8	-23.5	+5.3
551,2,5	Motor vehicle and miscellaneous automobile dealers	+8.7	+13.4	+12.8	53,56, 57,594	GAF, total⁴	+5.3	+12.6	+6.3
551,2	Motor vehicle dealers	+9.6	+12.8	+13.0	594	Miscellaneous shopping goods stores	+11.1	+5.9	+11.1
551	Motor vehicle dealers, (franch.) ..	+8.5	+12.3	+12.7					
553	Auto & home supply stores	+4.3	+13.1	+8.2		Adjusted⁵			
57	Furniture group stores	+7.6	+10.0	+7.3		Retail sales, total	+6.2	+5	+5.3
571	Furniture & home furn. stores	+5.7	+11.6	+5.3		Total (excl. automotive group) ..	+4.1	+5	+3.3
5712	Furniture stores	+5.0	+9.0	+4.6		Durable goods, total	+10.3	+1.2	+8.6
5713	Floor covering stores	-1.2	+16.7	-1.0	52	Building materials group stores	-1.0	-1	-1.3
5722,31, 34	Household appliance, radio, TV and computer stores	+8.6	+8.0	+9.6	521,3	Building materials, supply stores	+6	+1.3	-1.4
5722	Household appliance stores	-6.9	+12.3	-5.5	525	Hardware stores	-7	-4.6	+5.0
5731,34	Radio, TV and computer stores	+11.8	+7.3	+12.6	55 ex				
5735,6	Music stores*	+13.9	+11.4	+8.2	554	Automotive dealers	+12.8	+7	+11.6
5941	Sporting goods stores and bicycle shops	+9.0	+27.9	+10.3	551,2,5	Motor vehicle and miscellaneous automobile dealers	+13.2	+7	+11.9
5942	Book stores	+4.2	-2.3	+1.5	6,7,9	Auto & home supply stores	+7.1	+1.1	+6.9
5944	Jewelry stores	+20.0	-7.1	+19.1	553				
5946	Camera,photographic supply stores*	-1.7	+9.6	+6	57	Furniture group stores	+8.9	+1.9	+6.1
5999 pt.	Optical goods stores*	-8.3	+10.3	-4.0	571	Furniture & home furn. stores	+6.9	+1.7	+4.2
					5722,31, 34	Household appliance, radio, TV and computer stores	+10.3	+1.8	+8.2
	Nondurable goods, total	+3.7	+9.7	+4.8		Nondurable goods, total	+3.5	+1	+3.1
53	General merchandise group stores ..	+3.5	+13.3	+5.0	53	General merchandise group stores ..	+2.8	-1.8	+3.2
531	Dept. stores (excl. leased depts.)	+3.5	+14.3	+5.4	531	Dept. stores (excl. leased depts.)	+2.7	-2.5	+3.6
531	Dept. stores (incl. leased depts.) ¹	+3.8	+14.3	+5.6	531	Dept. stores (incl. leased depts.) ¹	+2.9	-1.1	+3.6
531 pt.	Conventional department stores (including. leased depts.) ¹	+3.3	+15.3	+3.9	531 pt.	Conventional department stores (including. leased depts.) ¹	+1.4	-3.1	+1.8
531 pt.	Discount department stores (including. leased depts.) ¹	+6.9	+12.8	+9.4	531 pt.	Discount department stores (including. leased depts.) ¹	+6.2	-2	+7.3
531 pt.	National chain department stores (including. leased depts.) ¹	-6.1	+18.5	-5.4	531 pt.	National chain department stores (including. leased depts.) ¹	-6.1	-1.4	-6.0
533	Variety stores	+10.5	+12.1	+5.5	533	Variety stores	+10.8	+3.1	+2.4
539	Miscellaneous general merchandise stores	+2.6	+9.6	+3.5	539	Miscellaneous general merchandise stores	+2.0	+3	+1.7
54	Food group stores	+3.1	+7.3	+4.2	54	Food group stores	+3.1	+3	+2.5
541	Grocery stores	+2.9	+7.3	+4.1	541	Grocery stores	+3.0	+3	+2.4
542	Meat, fish (seafood) markets	-1.0	+5.5	+1.3	554	Gasoline service stations	+5.1	+4.0	+3.0
543	Fruit stores & vegetable markets*	+8.8	+8.8	+11.0	56	Apparel & accessory stores	+9	-2.7	+2.1
544	Candy, nut, confectionery stores*	+6.5	-22.4	-2.0	561	Men's & boys' clothing, furnishings.	-1.5	-3.4	-2.6
546	Retail bakeries	+2.3	+11.3	+1.1	562,3	Women's clothing specialty stores	-11.5	-6.8	-8.7
554	Gasoline service stations	+5.0	+11.1	+4.4	566	Shoe stores	-9	+1	+3.8
56	Apparel & accessory stores	+3.3	+20.1	+4.6	58	Eating and drinking places	+3.7	+7	+3.2
561	Men's & boys' clothing, furnishings.	+1.2	+8.5	-3	591	Drug & proprietary stores	+4.5	+7	+3.2
562,3	Women's clothing specialty stores	-10.0	+16.5	-6.8	592	Liquor stores	+4.3	+3	+5.6
562	Women's ready to wear stores	-12.1	+19.8	-9.5	5961	Total mail order ³	+6.6	-1.8	+6.4
565	Family clothing stores	+15.7	+22.8	+14.6	53,56, 57,594	GAF, total⁴	+4.9	-6	+4.4
566	Shoe stores	+3.5	+24.4	+7.0					

*See appendix A, Percent Change.

¹Based on data for leased departments operated within department stores.²Includes establishments primarily selling merchandise through coin-operated vending machines, by house-to-house canvass or from mail order.³The sales estimates for "total mail order", SIC 5961, are the sums of the "mail-order houses (department store merchandise)" and the "other mail-order," formerly published in the *Monthly Retail Trade Report*.⁴GAF represents stores which specialize in department store types of merchandise (general merchandise, apparel, furniture, and miscellaneous shopping goods stores). (See appendix A.)⁵Based on data adjusted for seasonal variations, holiday, and trading-day differences, but not price changes.

Note: Measures of sampling variability for unadjusted data are shown in table B-1.

Table 3. Estimated Monthly Retail Sales by Kinds of Business: 1995

[Data in millions of dollars]

SIC code	Kind of business	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
	Adjusted¹												
	Retail sales, total	193,097	191,035	192,574	192,337	194,730	196,080	195,465	196,716	196,644	196,193	197,914	199,104
	Total (excl. automotive group)	147,583	146,196	146,846	146,883	148,410	148,782	148,597	148,564	149,468	148,628	149,801	150,409
	Durable goods, total	76,544	75,629	76,454	76,110	77,413	78,329	78,006	79,527	78,711	79,160	80,296	80,852
52	Building materials group stores	10,516	10,450	10,520	10,290	10,202	10,283	10,340	10,280	10,349	10,498	10,601	10,608
521.3	Building materials, supply stores	8,186	8,061	8,055	7,889	7,826	7,861	7,921	7,786	7,932	8,073	8,098	8,242
525	Hardware stores	1,069	1,125	1,144	1,124	1,138	1,177	1,145	1,142	1,137	1,136	1,198	1,160
55 ex	Automotive dealers	45,514	44,839	45,728	45,454	46,320	47,298	46,868	48,152	47,176	47,565	48,113	48,695
554	Motor vehicle and miscellaneous												
551,2,5	automobile dealers	42,627	42,049	42,859	42,614	43,472	44,448	43,999	45,236	44,248	44,596	45,109	45,699
6,7,9	Auto & home supply stores	2,887	2,790	2,869	2,840	2,848	2,850	2,869	2,916	2,928	2,969	3,004	2,996
57	Furniture group stores	10,648	10,494	10,437	10,366	10,621	10,694	10,672	11,036	11,129	11,115	11,265	11,229
571	Furniture & home furn. stores	5,353	5,236	5,213	5,225	5,278	5,328	5,371	5,402	5,544	5,523	5,615	5,573
5722,31,34	Household appliance, radio, TV and computer stores	4,419	4,413	4,392	4,309	4,490	4,493	4,417	4,654	4,665	4,699	4,743	4,781
	Nondurable goods, total	116,553	115,406	116,120	116,227	117,317	117,751	117,459	117,189	117,933	117,033	117,618	118,252
53	General merchandise group stores	24,643	24,146	24,490	24,515	24,814	25,040	25,079	24,774	25,049	24,567	24,743	24,768
531	Dept. stores (excl. leased depts.)	19,058	18,795	18,993	19,026	19,226	19,409	19,509	19,239	19,509	19,134	19,347	19,326
531	Dept. stores (incl. leased depts.) ²	19,409	19,081	19,392	19,375	19,485	19,656	19,766	19,614	19,776	19,531	19,795	19,685
531 pt.	Conventional department stores (including. leased depts.) ²	4,589	4,485	4,518	4,493	4,530	4,552	4,551	4,504	4,566	4,448	4,510	4,497
531 pt.	Discount department stores (including. leased depts.) ²	11,278	11,152	11,414	11,458	11,484	11,637	11,687	11,703	11,804	11,744	11,822	11,829
531 pt.	National chain department stores (including. leased depts.) ²	3,542	3,444	3,460	3,424	3,471	3,467	3,528	3,407	3,406	3,339	3,463	3,359
533	Variety stores	725	612	621	620	634	640	630	617	645	638	637	650
539	Miscellaneous general merchandise stores	4,860	4,739	4,876	4,869	4,954	4,991	4,940	4,918	4,895	4,795	4,759	4,792
54	Food group stores	34,374	33,960	33,847	34,037	34,090	34,039	34,169	34,169	34,358	34,495	34,542	34,839
541	Grocery stores	32,604	32,194	32,105	32,263	32,377	32,298	32,399	32,385	32,536	32,687	32,710	32,987
554	Gasoline service stations	12,284	12,314	12,433	12,395	12,574	12,818	12,425	12,392	12,272	12,075	12,028	12,265
56	Apparel & accessory stores	9,288	9,042	9,279	8,947	9,190	9,228	9,117	9,011	9,265	9,056	9,257	9,172
561	Mens & boys' clothing, furnishings.	879	865	843	826	821	822	820	837	846	840	861	834
562,3	Women's clothing specialty stores	3,010	2,953	2,986	2,905	2,944	2,949	2,886	2,830	2,884	2,806	2,775	2,784
566	Shoe stores	1,526	1,456	1,618	1,569	1,609	1,607	1,598	1,550	1,541	1,538	1,582	1,543
58	Eating and drinking places	19,173	19,072	19,267	19,446	19,563	19,434	19,626	19,640	19,653	19,570	19,531	19,501
591	Drug & proprietary stores	6,989	6,987	6,929	6,973	7,028	7,008	6,978	7,013	7,109	7,099	7,188	7,129
592	Liquor stores	1,847	1,833	1,868	1,842	1,844	1,865	1,839	1,868	1,901	1,896	1,921	1,929
5961	Total mail order³	3,711	3,619	3,661	3,686	3,799	3,860	3,951	3,964	3,937	3,929	3,967	3,964
53,56, 57,594	GAF, total⁴	51,702	50,716	51,249	50,966	51,923	52,236	52,165	52,153	52,826	52,146	52,856	52,776

¹Data are adjusted for seasonal variations, holiday, and trading-day differences, but not price changes. Each month, new factors are developed using the latest estimates and applied to the unadjusted Advance (the month after the Preliminary estimate, but not available in this publication), Preliminary, and Final (the month before the Preliminary estimate) estimates and to the estimates of the previous year that correspond to the Advance and Preliminary months. (See appendix C.)

²Includes data for leased departments operated within department stores. Data for this line not included in broader kind-of-business totals.

³The sales estimates for "total mail order", SIC 5961, are the sums of the "mail order houses (department store merchandise)" and the "other mail-order," formerly published in the Monthly Retail Trade Report.

⁴GAF represents stores which specialize in department store types of merchandise. (See appendix A.)

Note: Totals include data for kinds of business not shown.

Table 4. Estimated Monthly Retail Sales of Group II Companies by Kinds of Business

[Data in millions of dollars]

SIC code	Kind of business	1996			1995										Percent change		
		Jan.	Feb.	Mar. ^P	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Mar. 1996 from		3 mos. 1996 from 3 mos. 1995
															Mar. 1995	Feb. 1996	
	Unadjusted																
	Retail sales, total	68,371	70,552	78,115	74,850	74,388	78,278	77,613	76,038	79,499	76,136	77,435	86,969	113,140	+4.4	+10.7	+5.4
	Durable goods, total	10,903	11,007	12,288	11,540	11,417	12,690	12,543	12,214	12,897	12,357	12,439	14,032	19,704	+6.5	+11.6	+7.9
553	Auto & home supply stores	961	981	1,122	1,062	1,053	1,141	1,131	1,145	1,205	1,129	1,130	1,116	1,053	+5.6	+14.4	+8.0
	Nondurable goods, total	57,468	59,545	65,827	63,310	62,971	65,588	65,070	63,824	66,602	63,779	64,996	72,937	93,436	+4.0	+10.6	+5.0
53	General merchandise group stores	17,855	19,723	22,332	21,539	21,863	22,947	22,988	22,144	23,614	22,156	23,035	28,759	41,435	+3.7	+13.2	+5.3
531	Dept. stores (excl. leased depts.)	14,015	15,580	17,804	17,184	17,473	18,197	18,267	17,672	18,902	17,784	18,452	23,404	33,761	+3.6	+14.3	+5.5
531	Dept. stores (incl. leased depts.) ¹	14,281	15,906	18,176	17,498	17,802	18,524	18,582	17,964	19,248	18,106	18,768	23,832	34,280	+3.9	+14.3	+5.7
533	Variety stores	313	395	448	380	415	423	423	380	411	404	422	510	844	+17.9	+13.4	+9.8
539	Miscellaneous general merchandise stores	3,527	3,748	4,080	3,975	3,975	4,327	4,298	4,092	4,301	3,968	4,161	4,845	6,830	+2.6	+8.9	+3.8
54	Food group stores	20,799	20,220	21,625	20,716	20,248	21,002	20,828	21,108	21,021	20,451	20,404	21,080	23,386	+4.4	+6.9	+5.5
541	Grocery stores	20,557	19,951	21,341	20,465	19,972	20,739	20,570	20,863	20,761	20,203	20,140	20,789	22,881	+4.3	+7.0	+5.4
56	Apparel & accessory stores	4,128	4,793	5,842	5,558	5,805	5,834	5,830	5,480	6,427	6,095	5,853	7,310	10,608	+5.1	+21.9	+6.7
562,3	Women's clothing specialty stores	1,143	1,353	1,559	1,679	1,747	1,870	1,785	1,619	1,737	1,794	1,713	2,008	3,093	-7.1	+15.2	-4.6
562	Women's ready to wear	1,024	1,216	1,425	1,559	1,620	1,718	1,651	1,482	1,573	1,649	1,565	1,819	2,760	-8.6	+17.2	-6.2
565	Family clothing stores	1,769	2,074	2,583	2,258	2,300	2,278	2,358	2,304	2,691	2,561	2,559	3,416	4,898	+14.4	+24.5	+14.7
566	Shoe stores	744	860	1,088	1,050	1,167	1,123	1,128	1,025	1,318	1,087	965	1,123	1,437	+3.6	+26.5	+8.0
5812	Eating places	3,918	4,067	4,482	4,376	4,364	4,492	4,457	4,532	4,553	4,336	4,392	4,144	4,376	+2.4	+10.2	+2.2
591	Drug & proprietary stores	4,417	4,505	4,724	4,486	4,448	4,610	4,428	4,273	4,391	4,310	4,448	4,569	6,042	+5.3	+4.9	+5.4
	Adjusted²																
	Retail sales, total	80,168	81,225	81,199	77,777	77,769	78,544	79,044	79,006	79,015	79,692	79,214	79,610	79,624	+4.4	.0	+3.8
553	Auto & home supply stores	1,098	1,122	1,139	1,059	1,059	1,070	1,059	1,076	1,104	1,108	1,100	1,102	1,112	+7.6	+1.5	+6.6
53	General merchandise group stores	23,945	24,601	24,400	23,567	23,698	23,841	24,113	24,137	23,839	24,104	23,669	23,824	23,803	+3.5	-8	+3.5
531	Dept. stores, (excl. leased depts.)	19,225	19,697	19,458	18,821	18,931	19,015	19,228	19,335	19,054	19,330	18,964	19,184	19,117	+3.4	-1.2	+3.8
531	Dept. stores, (incl. leased depts.)	19,694	20,008	19,803	19,198	19,174	19,301	19,471	19,589	19,433	19,593	19,355	19,627	19,524	+3.2	-1.0	+3.8
533	Variety stores	460	479	498	425	423	433	440	421	419	442	446	449	452	+17.2	+4.0	+6.0
541	Grocery stores	21,127	20,869	21,026	20,083	20,235	20,293	20,366	20,474	20,495	20,679	20,763	20,852	20,992	+4.7	+8	+3.9
56	Apparel & accessory stores	6,204	6,521	6,172	6,136	5,835	6,116	6,155	6,125	6,020	6,211	6,007	6,186	6,086	+6	-5.4	+3.9
562,3	Women's clothing specialty stores	1,693	1,806	1,659	1,849	1,730	1,848	1,861	1,844	1,783	1,875	1,775	1,737	1,723	-10.3	-8.1	-6.8
566	Shoe stores	1,081	1,110	1,092	1,104	1,076	1,111	1,117	1,093	1,064	1,054	1,044	1,087	1,053	-1.1	-1.6	+5.0
591	Drug & proprietary stores	4,568	4,668	4,715	4,477	4,497	4,528	4,518	4,507	4,541	4,610	4,600	4,667	4,602	+5.3	+1.0	+3.7

^PPreliminary estimates.¹Includes data for leased departments operated within department stores. Data for this line not included in broader kind-of-business totals.²Data are adjusted for seasonal variations, holiday, and trading-day differences. Each month, new factors are developed using the latest estimates and applied to the unadjusted Preliminary and Final (the month before the Preliminary estimate) estimates and to the estimates of the previous year that correspond to the Preliminary month. (See appendix C.)

Note: The group II component of the sample consists of companies which had 11 or more retail establishments according to the most recent update of multiestablishment files which were selected with certainty (i.e., their sales size exceeded specified dollar volume cutoffs which varied by kinds of business). Group totals include kind of business not shown.

Table 5. Estimated Monthly Retail Sales of Group II Companies by Kinds of Business: 1995

[Data in millions of dollars]

SIC code	Kind of business	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
	Adjusted¹												
	Retail sales, total	78,525	77,337	77,777	77,769	78,544	79,044	79,006	79,015	79,692	79,214	79,610	79,624
553	Auto & home supply stores	1,056	1,036	1,059	1,059	1,070	1,059	1,076	1,104	1,108	1,100	1,102	1,112
53	General merchandise group stores	23,640	23,240	23,567	23,698	23,841	24,113	24,137	23,839	24,104	23,669	23,824	23,803
531	Dept. stores (excl. leased depts.)	18,799	18,619	18,821	18,931	19,015	19,228	19,335	19,054	19,330	18,964	19,184	19,117
531	Dept. stores (incl. leased depts.) ²	19,216	18,893	19,198	19,174	19,301	19,471	19,589	19,433	19,593	19,355	19,627	19,524
533	Variety stores	516	415	425	423	433	440	421	419	442	446	449	452
541	Grocery stores	20,459	20,136	20,083	20,235	20,293	20,366	20,474	20,495	20,679	20,763	20,852	20,992
56	Apparel & accessory stores	6,071	5,983	6,136	5,835	6,116	6,155	6,125	6,020	6,211	6,007	6,186	6,086
562,3,8	Women's clothing specialty stores, furriers	1,844	1,841	1,849	1,730	1,848	1,861	1,844	1,783	1,875	1,775	1,737	1,723
566	Shoe stores	1,017	1,005	1,104	1,076	1,111	1,117	1,093	1,064	1,054	1,044	1,087	1,053
591	Drug & proprietary stores	4,509	4,469	4,477	4,497	4,528	4,518	4,507	4,541	4,610	4,600	4,667	4,602

¹Data are adjusted for seasonal variations, holiday, and trading-day differences, but not price changes. Each month, new factors are developed using the latest estimates and applied to the unadjusted Preliminary, and Final (the month before the Preliminary estimate) estimates and to the estimates of the previous year that correspond to the Preliminary month. (See appendix C.)²Includes data for leased departments operated within department stores. Data for this line not included in broader kind-of-business totals.

Note: Totals include data for kinds of business not shown.

Table 6. **Estimated Monthly Retail Sales by Selected Kinds of Business for Regions**

[Data in millions of dollars, not adjusted for seasonal, holiday, trading-day, or price variations]

Region ¹ and kind of business	1996			1995										Percent change		
	Jan.	Feb.	Mar. ^P	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Mar. 1996 from		3 mos. 1996 from 3 mos. 1995
														Mar. 1995	Feb. 1996	
Northeast																
Retail sales, total	31,895	33,244	36,899	35,280	34,621	37,591	38,161	36,112	38,323	36,263	36,722	38,454	45,064	+4.6	+11.0	+6.0
Durable goods, total	11,282	12,466	14,385	13,208	12,773	14,485	15,075	13,776	15,136	13,453	13,630	13,486	14,715	+8.9	+15.4	+9.9
Building materials group stores	1,192	1,206	1,386	1,634	1,837	2,231	2,161	1,895	1,929	1,845	1,904	1,759	1,588	-15.2	+14.9	-12.9
Automotive dealers	6,872	7,964	9,322	8,164	7,581	8,485	9,039	8,107	9,013	7,786	8,014	7,496	6,654	+14.2	+17.1	+17.1
Furniture group stores	1,603	1,622	1,815	1,692	1,598	1,701	1,738	1,776	1,873	1,789	1,854	2,055	2,574	+7.3	+11.9	+3.5
Nondurable goods, total	20,613	20,778	22,514	22,072	21,848	23,106	23,086	22,336	23,187	22,810	23,092	24,968	30,349	+2.0	+8.4	+3.8
General merchandise group stores	2,534	2,983	3,339	3,322	3,438	3,743	3,754	3,467	3,647	3,625	3,733	4,856	6,919	+5	+11.9	+1.9
Dept. stores (excl. leased depts.)	1,858	2,249	2,524	2,535	2,629	2,851	2,853	2,617	2,773	2,781	2,865	3,825	5,469	-4	+12.2	+1.6
Dept. stores (incl. leased depts.) ²	1,913	2,318	2,604	2,602	2,704	2,928	2,930	2,684	2,851	2,858	2,937	3,930	5,594	+1	+12.3	+2.0
Food group stores	6,636	6,306	6,824	6,706	6,597	6,971	6,976	7,010	6,915	6,683	6,637	6,778	7,588	+1.8	+8.2	+3.0
Grocery stores	6,096	5,762	6,218	6,181	6,039	6,402	6,411	6,436	6,329	6,130	6,052	6,197	6,837	+6	+7.9	+2.1
Gasoline service stations	2,020	1,952	2,075	2,025	1,974	2,176	2,281	2,239	2,313	2,147	2,140	2,072	2,133	+2.5	+6.3	+4.5
Apparel & accessory stores	1,508	1,699	2,063	2,054	2,188	2,219	2,177	1,951	2,313	2,407	2,302	2,669	3,682	+4	+21.4	+9
Eating and drinking places	2,812	2,954	3,266	3,269	3,284	3,567	3,634	3,602	3,715	3,513	3,457	3,251	3,454	-1	+10.6	-2
Drug & proprietary stores	1,582	1,578	1,631	1,542	1,541	1,597	1,544	1,506	1,543	1,544	1,605	1,604	1,980	+5.8	+3.4	+8.4
GAF, total ³	6,811	7,475	8,441	8,252	8,438	9,057	9,108	8,561	9,365	9,264	9,248	11,287	16,509	+2.3	+12.9	+2.7
Midwest																
Retail sales, total	41,968	44,143	48,661	47,170	46,049	50,030	50,169	47,682	50,434	46,918	47,611	50,143	57,911	+3.2	+10.2	+5.8
Durable goods, total	16,800	18,552	20,426	19,512	18,611	20,954	21,340	19,443	20,935	18,788	18,943	19,323	21,188	+4.7	+10.1	+9.9
Building materials group stores	1,717	1,686	1,928	2,125	2,344	2,889	2,726	2,544	2,525	2,445	2,514	2,292	2,089	-9.3	+14.4	-3.2
Automotive dealers	10,969	12,712	14,014	13,257	12,251	13,483	14,112	12,522	13,650	11,810	11,878	11,590	10,772	+5.7	+10.2	+12.0
Furniture group stores	2,435	2,436	2,675	2,427	2,214	2,485	2,519	2,460	2,725	2,623	2,702	3,092	4,000	+10.2	+9.8	+10.7
Nondurable goods, total	25,168	25,591	28,235	27,658	27,438	29,076	28,829	28,239	29,499	28,130	28,668	30,820	36,723	+2.1	+10.3	+3.1
General merchandise group stores	4,748	5,114	5,858	5,785	5,853	6,211	6,337	5,966	6,438	6,092	6,332	7,898	10,924	+1.3	+14.5	+3.5
Dept. stores (excl. leased depts.)	3,958	4,280	4,928	4,829	4,862	5,115	5,257	4,945	5,390	5,101	5,289	6,669	9,235	+2.1	+15.1	+4.4
Dept. stores (incl. leased depts.) ²	4,028	4,367	5,025	4,914	4,951	5,204	5,345	5,022	5,481	5,186	5,380	6,790	9,381	+2.3	+15.1	+4.6
Food group stores	7,310	7,051	7,578	7,299	7,335	7,682	7,601	7,778	7,760	7,402	7,444	7,603	8,376	+3.8	+7.5	+3.2
Grocery stores	6,965	6,684	7,193	6,944	6,941	7,290	7,219	7,392	7,359	7,023	7,039	7,201	7,841	+3.6	+7.6	+3.0
Gasoline service stations	3,191	3,049	3,388	3,223	3,210	3,604	3,761	3,574	3,568	3,368	3,358	3,162	3,298	+5.1	+11.1	+6.2
Apparel & accessory stores	1,287	1,470	1,732	1,715	1,748	1,817	1,787	1,670	1,980	1,910	1,821	2,179	3,055	+1.0	+17.8	+2.7
Eating and drinking places	4,333	4,509	5,042	5,001	4,988	5,151	5,103	5,233	5,397	5,051	5,011	4,663	4,901	+8	+11.8	+1.6
Drug & proprietary stores	1,623	1,624	1,708	1,747	1,677	1,786	1,747	1,688	1,754	1,615	1,655	1,683	2,061	-2.2	+5.2	-1.6
GAF, total ³	9,691	10,277	11,571	11,149	11,117	12,001	12,055	11,438	12,668	12,061	12,249	15,059	21,714	+3.8	+12.6	+5.7
South																
Retail sales, total	62,422	65,180	72,994	69,176	67,325	71,525	71,133	68,838	71,594	67,743	67,992	70,752	83,805	+5.5	+12.0	+7.1
Durable goods, total	26,156	27,510	31,570	29,841	28,206	31,064	31,440	29,242	30,776	29,032	28,606	28,538	32,317	+5.8	+14.8	+8.5
Building materials group stores	3,090	3,364	4,072	4,051	4,093	4,518	4,389	4,084	4,222	4,098	4,124	3,848	3,720	+5	+21.0	+2.2
Automotive dealers	16,618	17,688	20,447	19,323	17,818	19,677	20,103	18,404	19,303	18,048	17,683	16,575	16,408	+5.8	+15.6	+10.0
Furniture group stores	3,639	3,506	3,903	3,494	3,284	3,570	3,627	3,622	3,868	3,797	3,790	4,480	5,706	+11.7	+11.3	+11.3
Nondurable goods, total	36,266	37,670	41,424	39,335	39,119	40,461	39,693	39,596	40,818	38,711	39,386	42,214	51,488	+5.3	+10.0	+6.1
General merchandise group stores	6,942	7,793	8,879	8,409	8,589	8,790	8,606	8,479	8,991	8,309	8,715	10,930	15,786	+5.6	+13.9	+6.9
Dept. stores (excl. leased depts.)	5,454	6,141	7,053	6,672	6,814	6,887	6,771	6,738	7,127	6,594	6,919	8,747	12,582	+5.7	+14.9	+7.5
Dept. stores (incl. leased depts.) ²	5,538	6,247	7,174	6,771	6,914	6,984	6,862	6,824	7,235	6,688	7,009	8,869	12,727	+6.0	+14.8	+7.7
Food group stores	12,129	11,914	12,682	12,171	11,921	12,380	12,259	12,423	12,428	12,024	11,953	12,161	13,341	+4.2	+6.4	+6.0
Grocery stores	11,761	11,524	12,275	11,779	11,527	11,973	11,870	12,039	12,030	11,632	11,569	11,751	12,839	+4.2	+6.5	+6.1
Gasoline service stations	3,939	3,915	4,452	4,199	4,185	4,499	4,481	4,468	4,457	4,142	4,142	4,015	4,101	+6.0	+13.7	+3.8
Apparel & accessory stores	2,217	2,602	3,146	3,030	3,116	3,035	2,907	2,852	3,282	3,012	2,973	3,637	5,292	+3.8	+20.9	+5.9
Eating and drinking places	6,088	6,408	7,116	6,599	6,671	6,861	6,793	6,950	6,971	6,498	6,592	6,263	6,689	+7.8	+11.0	+7.3
Drug & proprietary stores	2,563	2,568	2,681	2,506	2,395	2,493	2,379	2,280	2,377	2,376	2,461	2,538	3,173	+7.0	+4.4	+7.9
GAF, total ³	14,782	15,939	18,080	16,843	16,967	17,555	17,268	17,009	18,460	17,267	17,583	21,828	32,209	+7.3	+13.4	+8.0

See footnotes at end of list of areas.

Table 6. **Estimated Monthly Retail Sales by Selected Kinds of Business for Regions—Continued**

[Data in millions of dollars, not adjusted for seasonal, holiday, trading-day, or price variations]

Region ¹ and kind of business	1996			1995										Percent change		
	Jan.	Feb.	Mar. ^P	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Mar. 1996 from		3 mos. 1996 from 3 mos. 1995
														Mar. 1995	Feb. 1996	
West																
Retail sales, total	38,554	39,334	43,259	40,505	39,539	42,226	43,112	42,247	43,827	41,852	41,662	43,010	51,214	+6.8	+10.0	+7.8
Durable goods, total	15,408	15,972	17,653	15,976	15,449	16,886	17,548	16,721	17,536	16,968	16,612	16,574	18,866	+10.5	+10.5	+12.0
Building materials group stores	1,984	1,895	2,251	2,196	2,332	2,655	2,602	2,453	2,663	2,450	2,516	2,314	2,181	+2.5	+18.8	+7.6
Automotive dealers	8,736	9,381	10,348	9,164	8,702	9,491	10,020	9,445	9,708	9,643	9,247	8,708	8,470	+12.9	+10.3	+14.5
Furniture group stores	2,476	2,327	2,489	2,501	2,305	2,386	2,444	2,382	2,543	2,544	2,511	2,858	3,616	-5	+7.0	+1.3
Nondurable goods, total	23,146	23,362	25,606	24,529	24,090	25,340	25,564	25,526	26,291	24,884	25,050	26,436	32,348	+4.4	+9.6	+5.2
General merchandise group stores	4,290	4,523	5,045	4,825	4,863	5,167	5,237	5,142	5,450	5,033	5,189	6,133	9,151	+4.6	+11.5	+5.6
Dept. stores (excl. leased depts.)	2,874	3,036	3,443	3,305	3,332	3,527	3,558	3,531	3,776	3,472	3,544	4,343	6,728	+4.2	+13.4	+5.3
Dept. stores (incl. leased depts.) ²	2,934	3,105	3,522	3,374	3,403	3,599	3,625	3,598	3,850	3,543	3,613	4,428	6,839	+4.4	+13.4	+5.5
Food group stores	7,606	7,403	7,973	7,842	7,599	7,847	7,886	8,008	7,942	7,766	7,600	7,755	8,743	+1.7	+7.7	+3.2
Grocery stores	7,232	7,030	7,586	7,426	7,175	7,457	7,476	7,601	7,541	7,361	7,177	7,332	8,109	+2.2	+7.9	+3.7
Gasoline service stations	2,528	2,519	2,785	2,650	2,629	2,873	2,872	2,914	3,008	2,762	2,749	2,623	2,598	+5.1	+10.6	+3.2
Apparel & accessory stores	1,460	1,581	1,892	1,748	1,775	1,819	1,890	1,889	2,041	1,842	1,784	2,131	3,151	+8.2	+19.7	+8.6
Eating and drinking places	4,350	4,476	4,902	4,552	4,542	4,727	4,798	4,881	4,932	4,591	4,706	4,573	4,808	+7.7	+9.5	+7.3
Drug & proprietary stores	1,227	1,191	1,235	1,238	1,234	1,279	1,240	1,190	1,220	1,176	1,201	1,212	1,583	-2	+3.7	+1.3
GAF, total ³	9,887	10,136	11,277	10,639	10,466	11,044	11,240	11,084	11,924	11,080	11,160	13,208	19,818	+6.0	+11.3	+6.8

^PPreliminary estimates.¹For definitions, see appendix E.²Includes data for leased departments operated within department stores. Data for this line not included in broader kind-of-business totals.³GAF represents stores which specialize in department store types of merchandise. (See appendix A.)

Note: Totals include data for kinds of business not shown. Measures of sampling variability are shown in table B-2. States in geographic regions are shown in Appendix E.

Figure 4.
Retail Sales by Geographic Region and Division: Level and Year-to-Year Percent Change: March 1996 From March 1995.
 (Not adjusted for seasonal, holiday, trading-day, or price variations)

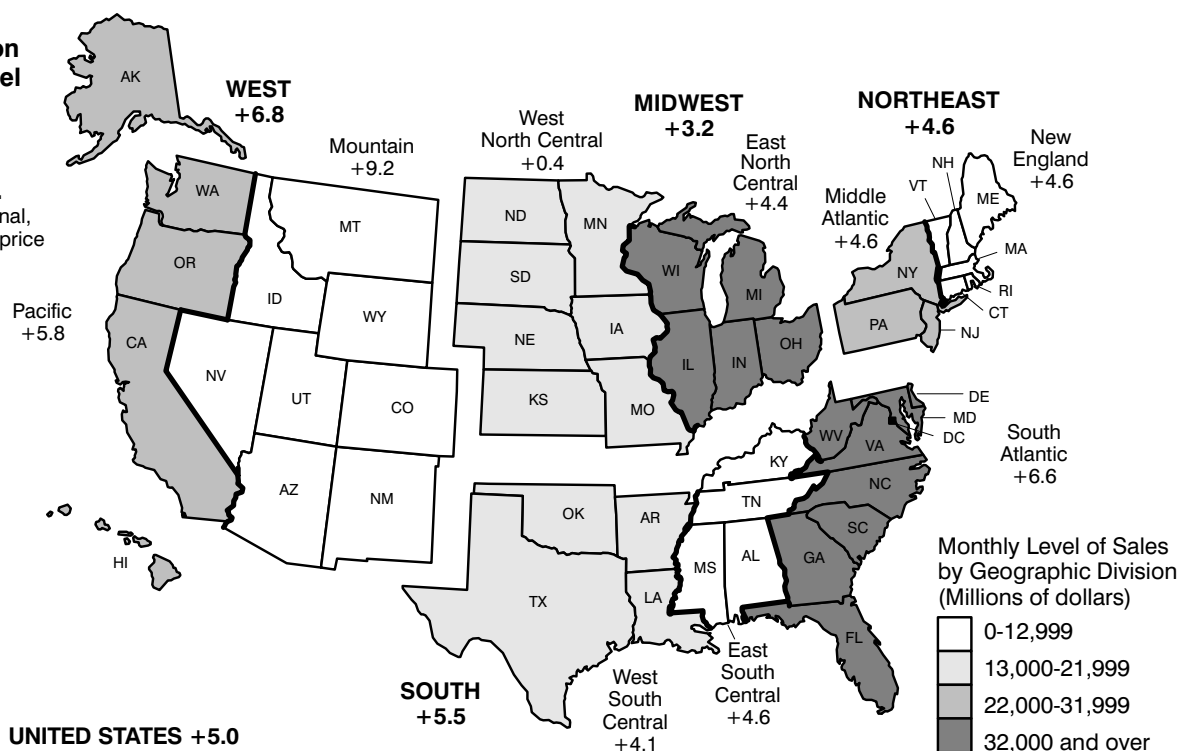


Table 7. Estimated Monthly Retail Sales by Selected Kinds of Business for Geographic Divisions

[Data in millions of dollars, not adjusted for seasonal, holiday, trading-day, or price variations]

Geographic division ¹ and kind of business	1996			1995										Percent change		
	Jan.	Feb.	Mar. ^P	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Mar. 1996 from		3 mos. 1996 from 3 mos. 1995
														Mar. 1995	Feb. 1996	
New England	9,123	9,494	10,279	9,823	9,660	10,422	10,644	9,986	10,554	10,178	10,360	10,743	12,807	+4.6	+8.3	+6.8
Nondurable goods, total . .	6,168	6,285	6,728	6,522	6,444	6,789	6,826	6,543	6,882	6,760	6,872	7,462	9,060	+3.2	+7.0	+5.2
General merchandise group stores	755	843	932	941	967	1,059	1,079	991	1,045	1,028	1,059	1,324	1,928	-1.0	+10.6	+8
Dept. stores (excl. leased depts.)	509	591	653	671	697	760	771	700	751	750	762	974	1,429	-2.7	+10.5	-3
Dept. stores (incl. leased depts.) ²	523	608	673	688	716	780	792	716	771	771	781	999	1,462	-2.2	+10.7	+2
Food group stores	1,992	1,916	2,088	2,070	2,037	2,163	2,199	2,251	2,209	2,117	2,066	2,119	2,331	+9	+9.0	+1.6
GAF, total ³	1,806	1,980	2,218	2,195	2,246	2,442	2,437	2,296	2,563	2,487	2,499	2,908	4,298	+1.0	+12.0	+1.6
Middle Atlantic	22,772	23,750	26,620	25,457	24,961	27,169	27,517	26,126	27,769	26,085	26,362	27,711	32,257	+4.6	+12.1	+5.7
Durable goods, total	8,327	9,257	10,834	9,907	9,557	10,852	11,257	10,333	11,464	10,035	10,142	10,205	10,968	+9.4	+17.0	+9.9
Automotive dealers	5,045	5,926	7,116	6,208	5,751	6,475	6,817	6,192	6,940	5,867	6,025	5,690	4,870	+14.6	+20.1	+16.0
Nondurable goods, total . .	14,445	14,493	15,786	15,550	15,404	16,317	16,260	15,793	16,305	16,050	16,220	17,506	21,289	+1.5	+8.9	+3.3
General merchandise group stores	1,779	2,140	2,407	2,381	2,471	2,684	2,675	2,476	2,602	2,597	2,674	3,532	4,991	+1.1	+12.5	+2.3
Dept. stores (excl. leased depts.)	1,349	1,658	1,871	1,864	1,932	2,091	2,082	1,917	2,022	2,031	2,103	2,851	4,040	+4	+12.8	+2.3
Dept. stores (incl. leased depts.) ²	1,390	1,710	1,931	1,914	1,988	2,148	2,138	1,968	2,080	2,087	2,156	2,931	4,132	+9	+12.9	+2.7
Food group stores	4,644	4,390	4,736	4,636	4,560	4,808	4,777	4,759	4,706	4,566	4,571	4,659	5,257	+2.2	+7.9	+3.7
Gasoline service stations	1,341	1,328	1,422	1,391	1,354	1,500	1,550	1,537	1,575	1,455	1,440	1,398	1,433	+2.2	+7.1	+2.6
Apparel & accessory stores	1,125	1,262	1,530	1,541	1,643	1,668	1,633	1,451	1,682	1,785	1,718	1,975	2,731	-7	+21.2	-4
Eating and drinking places	2,026	2,102	2,334	2,337	2,367	2,571	2,638	2,674	2,745	2,533	2,483	2,355	2,498	-1	+11.0	-2
Drug & proprietary stores	1,184	1,181	1,221	1,150	1,151	1,192	1,144	1,121	1,148	1,159	1,213	1,204	1,494	+6.2	+3.4	+8.6
GAF, total ³	5,005	5,495	6,223	6,057	6,192	6,615	6,671	6,265	6,802	6,777	6,749	8,379	12,211	+2.7	+13.2	+3.1
East North Central	29,237	30,803	34,133	32,700	31,802	34,812	34,839	32,977	35,138	32,570	33,242	35,335	40,984	+4.4	+10.8	+7.0
Durable goods, total	11,970	13,069	14,482	13,662	13,009	14,801	15,120	13,680	14,847	13,209	13,509	13,885	15,285	+6.0	+10.8	+11.5
Automotive dealers	7,660	8,792	9,748	9,100	8,387	9,307	9,845	8,686	9,519	8,096	8,381	8,194	7,521	+7.1	+10.9	+13.6
Furniture group stores	1,813	1,789	1,984	1,794	1,637	1,855	1,864	1,827	2,011	1,929	2,008	2,278	2,943	+10.6	+10.9	+11.3
Nondurable goods, total . .	17,267	17,734	19,651	19,038	18,793	20,011	19,719	19,297	20,291	19,361	19,733	21,450	25,699	+3.2	+10.8	+3.9
General merchandise group stores	3,312	3,581	4,109	4,053	4,101	4,335	4,436	4,151	4,467	4,241	4,439	5,586	7,727	+1.4	+14.7	+3.6
Dept. stores (excl. leased depts.)	2,783	3,012	3,471	3,404	3,438	3,600	3,718	3,490	3,776	3,598	3,750	4,769	6,584	+2.0	+15.2	+4.8
Dept. stores (incl. leased depts.) ²	2,839	3,081	3,548	3,472	3,510	3,671	3,789	3,552	3,849	3,665	3,824	4,866	6,703	+2.2	+15.2	+4.9
Food group stores	4,837	4,738	5,112	4,855	4,810	5,083	5,018	5,071	5,131	4,922	4,869	5,045	5,589	+5.3	+7.9	+4.1
Gasoline service stations	2,106	2,027	2,252	2,120	2,107	2,293	2,366	2,322	2,338	2,194	2,186	2,085	2,189	+6.2	+11.1	+6.7
Apparel & accessory stores	940	1,069	1,271	1,246	1,279	1,339	1,315	1,210	1,428	1,417	1,356	1,621	2,266	+2.0	+18.9	+4.1
Eating and drinking places	3,145	3,261	3,648	3,585	3,509	3,694	3,627	3,708	3,858	3,583	3,573	3,366	3,532	+1.8	+11.9	+2.7
GAF, total ³	6,982	7,366	8,338	8,001	7,989	8,650	8,701	8,199	9,058	8,689	8,860	10,926	15,807	+4.2	+13.2	+6.4
West North Central	12,731	13,340	14,528	14,470	14,247	15,218	15,330	14,705	15,296	14,348	14,369	14,808	16,927	+4	+8.9	+3.3
Durable goods, total	4,830	5,483	5,944	5,850	5,602	6,153	6,220	5,763	6,088	5,579	5,434	5,438	5,903	+1.6	+8.4	+6.2
Automotive dealers	3,309	3,920	4,266	4,157	3,864	4,176	4,267	3,836	4,131	3,714	3,497	3,396	3,251	+2.6	+8.8	+8.4
Nondurable goods, total . .	7,901	7,857	8,584	8,620	8,645	9,065	9,110	8,942	9,208	8,769	8,935	9,370	11,024	-4	+9.3	+1.4
General merchandise group stores	1,436	1,533	1,749	1,732	1,752	1,876	1,901	1,815	1,971	1,851	1,893	2,312	3,197	+1.0	+14.1	+3.1
Dept. stores (excl. leased depts.)	1,175	1,268	1,457	1,425	1,424	1,515	1,539	1,455	1,614	1,503	1,539	1,900	2,651	+2.2	+14.9	+3.6
Dept. stores (incl. leased depts.) ²	1,189	1,286	1,477	1,442	1,441	1,533	1,556	1,470	1,632	1,521	1,556	1,924	2,678	+2.4	+14.9	+3.6
Food group stores	2,473	2,313	2,466	2,444	2,525	2,599	2,583	2,707	2,629	2,480	2,575	2,558	2,787	+9	+6.6	+1.5
Gasoline service stations	1,085	1,022	1,136	1,103	1,103	1,311	1,395	1,252	1,230	1,174	1,172	1,077	1,109	+3.0	+11.2	+5.2
Apparel & accessory stores	347	401	461	469	478	472	460	552	493	465	558	789	789	-1.7	+15.0	-1.1
GAF, total ³	2,709	2,911	3,233	3,148	3,128	3,351	3,354	3,239	3,610	3,372	3,389	4,133	5,907	+2.7	+11.1	+4.2
South Atlantic	33,917	35,667	39,767	37,302	36,367	38,057	37,618	36,344	37,648	36,193	36,491	38,204	45,424	+6.6	+11.5	+8.0
Durable goods, total	14,462	15,261	17,400	16,322	15,575	16,796	16,792	15,629	16,228	15,629	15,500	15,537	17,775	+6.6	+14.0	+8.9
Automotive dealers	8,886	9,360	10,796	10,083	9,530	10,270	10,313	9,407	9,767	9,256	9,236	8,705	8,501	+7.1	+15.3	+10.4
Furniture group stores	2,117	2,059	2,280	2,085	1,892	2,029	2,086	2,075	2,196	2,198	2,160	2,572	3,302	+9.4	+10.7	+8.8
Nondurable goods, total . .	19,455	20,406	22,367	20,980	20,792	21,261	20,826	20,715	21,420	20,564	20,991	22,667	27,649	+6.6	+9.6	+7.2
General merchandise group stores	3,351	3,850	4,341	4,151	4,234	4,301	4,174	4,103	4,366	4,072	4,299	5,514	8,062	+4.6	+12.8	+5.8
Dept. stores (excl. leased depts.)	2,526	2,917	3,322	3,183	3,254	3,242	3,160	3,134	3,334	3,116	3,285	4,274	6,165	+4.4	+13.9	+6.3
Dept. stores (incl. leased depts.) ²	2,579	2,983	3,396	3,247	3,317	3,304	3,217	3,188	3,403	3,176	3,342	4,353	6,255	+4.6	+13.8	+6.5
Food group stores	6,652	6,491	6,912	6,588	6,472	6,624	6,521	6,639	6,643	6,441	6,442	6,564	7,251	+4.9	+6.5	+6.6
Gasoline service stations	2,088	2,088	2,355	2,254	2,225	2,381	2,400	2,363	2,368	2,223	2,205	2,147	2,200	+4.5	+12.8	+3.7
Apparel & accessory stores	1,242	1,489	1,802	1,764	1,826	1,766	1,673	1,612	1,841	1,708	1,683	2,086	2,957	+2.2	+21.0	+3.6
GAF, total ³	7,827	8,632	9,684	9,127	9,109	9,332	9,175	8,997	9,711	9,248	9,361	11,757	17,479	+6.1	+12.2	+7.0

See footnotes at end of list of areas.

Table 7. **Estimated Monthly Retail Sales by Selected Kinds of Business for Geographic Divisions—Continued**

[Data in millions of dollars, not adjusted for seasonal, holiday, trading-day, or price variations]

Geographic division ¹ and kind of business	1996			1995										Percent change		
	Jan.	Feb.	Mar. ^P	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Mar. 1996 from		3 mos. 1996 from 3 mos. 1995
														Mar. 1995	Feb. 1996	
East South Central	9,737	10,275	11,749	11,237	11,084	11,955	11,959	11,485	12,058	11,162	11,140	11,768	13,568	+4.6	+14.3	+5.6
Durable goods, total	3,956	4,194	4,963	4,844	4,663	5,179	5,274	4,853	5,196	4,783	4,662	4,722	5,146	+2.5	+18.3	+4.6
Nondurable goods, total	5,781	6,081	6,786	6,393	6,421	6,776	6,685	6,632	6,862	6,379	6,478	7,046	8,422	+6.1	+11.6	+6.4
General merchandise group stores	1,265	1,413	1,649	1,551	1,579	1,598	1,597	1,552	1,652	1,558	1,647	2,111	2,874	+6.3	+16.7	+8.6
Dept. stores (excl. leased depts.)	995	1,119	1,319	1,245	1,269	1,272	1,267	1,239	1,309	1,248	1,329	1,686	2,302	+5.9	+17.9	+8.4
Dept. stores (incl. leased depts.) ²	1,006	1,133	1,336	1,257	1,283	1,285	1,280	1,251	1,323	1,261	1,341	1,702	2,322	+6.3	+17.9	+8.6
GAF, total ³	2,322	2,478	2,906	2,684	2,754	2,866	2,822	2,781	3,038	2,787	2,916	3,715	5,172	+8.3	+17.3	+7.7
West South Central	18,768	19,238	21,478	20,637	19,874	21,513	21,556	21,009	21,888	20,388	20,361	20,780	24,813	+4.1	+11.6	+6.4
Durable goods, total	7,738	8,055	9,207	8,675	7,968	9,089	9,374	8,760	9,352	8,620	8,444	8,279	9,396	+6.1	+14.3	+9.9
Automotive dealers	5,271	5,650	6,479	6,109	5,398	6,221	6,480	6,013	6,367	5,839	5,648	5,255	5,279	+6.1	+14.7	+11.1
Nondurable goods, total	11,030	11,183	12,271	11,962	11,906	12,424	12,182	12,249	12,536	11,768	11,917	12,501	15,417	+2.6	+9.7	+4.1
General merchandise group stores	2,326	2,530	2,889	2,707	2,776	2,891	2,835	2,824	2,973	2,679	2,769	3,305	4,850	+6.7	+14.2	+7.5
Dept. stores (excl. leased depts.)	1,933	2,105	2,412	2,244	2,291	2,373	2,344	2,365	2,484	2,230	2,305	2,787	4,115	+7.5	+14.6	+8.7
Dept. stores (incl. leased depts.) ²	1,953	2,131	2,442	2,267	2,314	2,395	2,365	2,385	2,509	2,251	2,326	2,814	4,150	+7.7	+14.6	+8.9
Food group stores	3,578	3,477	3,693	3,650	3,570	3,726	3,719	3,762	3,737	3,648	3,601	3,611	3,976	+1.2	+6.2	+4.2
Apparel & accessory stores	691	769	908	843	868	856	820	839	972	867	860	1,030	1,586	+7.7	+18.1	+11.1
GAF, total ³	4,633	4,829	5,490	5,032	5,104	5,357	5,271	5,231	5,711	5,232	5,306	6,356	9,558	+9.1	+13.7	+10.1
Mountain	11,307	11,722	12,757	11,682	11,364	12,167	12,474	12,256	12,852	12,157	12,217	12,535	14,670	+9.2	+8.8	+10.5
Nondurable goods, total	6,861	6,983	7,703	7,308	7,109	7,460	7,573	7,547	7,828	7,274	7,422	7,813	9,430	+5.4	+10.3	+6.3
General merchandise group stores	1,210	1,291	1,448	1,360	1,355	1,449	1,463	1,429	1,552	1,401	1,469	1,735	2,583	+6.5	+12.2	+8.1
Dept. stores (excl. leased depts.)	922	989	1,116	1,050	1,040	1,109	1,110	1,093	1,201	1,074	1,122	1,350	2,040	+6.3	+12.8	+7.8
Dept. stores (incl. leased depts.) ²	937	1,007	1,137	1,067	1,059	1,126	1,127	1,109	1,220	1,091	1,139	1,371	2,067	+6.6	+12.9	+8.0
Food group stores	2,314	2,260	2,443	2,373	2,326	2,406	2,426	2,473	2,441	2,342	2,320	2,361	2,570	+2.9	+8.1	+4.9
GAF, total ³	2,686	2,796	3,133	2,891	2,828	3,007	3,007	2,959	3,317	3,024	3,079	3,605	5,371	+8.4	+12.1	+8.8
Pacific	27,247	27,612	30,502	28,823	28,175	30,059	30,638	29,991	30,975	29,695	29,445	30,475	36,544	+5.8	+10.5	+6.7
Durable goods, total	10,962	11,233	12,599	11,602	11,194	12,179	12,647	12,012	12,512	12,085	11,817	11,852	13,626	+8.6	+12.2	+9.9
Automotive dealers	6,126	6,477	7,344	6,615	6,242	6,834	7,243	6,735	6,877	6,861	6,519	6,156	6,037	+11.0	+13.4	+12.0
Furniture group stores	1,774	1,681	1,792	1,856	1,684	1,723	1,766	1,740	1,818	1,829	1,805	2,044	2,601	-3.4	+6.6	-7
Nondurable goods, total	16,285	16,379	17,903	17,221	16,981	17,880	17,991	17,979	18,463	17,610	17,628	18,623	22,918	+4.0	+9.3	+4.7
General merchandise group stores	3,080	3,232	3,597	3,465	3,508	3,718	3,774	3,713	3,898	3,632	3,720	4,398	6,568	+3.8	+11.3	+4.6
Dept. stores (excl. leased depts.)	1,952	2,047	2,327	2,255	2,292	2,418	2,448	2,438	2,575	2,398	2,422	2,993	4,688	+3.2	+13.7	+4.1
Dept. stores (incl. leased depts.) ²	1,997	2,098	2,385	2,307	2,344	2,473	2,498	2,489	2,630	2,452	2,474	3,057	4,772	+3.4	+13.7	+4.3
Food group stores	5,292	5,143	5,530	5,469	5,273	5,441	5,460	5,535	5,501	5,424	5,280	5,394	6,173	+1.1	+7.5	+2.6
Gasoline service stations	1,799	1,779	1,958	1,905	1,886	2,056	2,053	2,063	2,117	1,975	1,941	1,861	1,857	+2.8	+10.1	+1.0
Apparel & accessory stores	1,121	1,205	1,451	1,316	1,355	1,397	1,482	1,473	1,541	1,429	1,368	1,650	2,404	+10.3	+20.4	+9.5
Eating and drinking places	2,824	2,889	3,147	2,930	2,975	3,119	3,096	3,198	3,270	3,041	3,143	2,999	3,107	+7.4	+8.9	+7.1
Drug & proprietary stores	994	957	993	977	978	1,007	980	945	966	942	964	969	1,252	+1.6	+3.8	+3.3
GAF, total ³	7,201	7,340	8,144	7,748	7,638	8,037	8,233	8,125	8,607	8,056	8,081	9,603	14,447	+5.1	+11.0	+6.0

^PPreliminary estimates.¹For definitions, see appendix E.²Includes data for leased departments operated within department stores. Data for this line not included in broader kind-of-business totals.³GAF represents stores which specialize in department store types of merchandise. (See appendix A.)

Note: Totals include data for kinds of business not shown. Measures of sampling variability are shown in Appendix B-3. States in geographic divisions are shown in Appendix E.

Table 8. **Estimated Monthly Retail Sales by Selected Kinds of Business for Specified Large States**

[Data in millions of dollars, not adjusted for seasonal, holiday, trading-day, or price variations]

State and kind of business	1996			1995										Percent change		
	Jan.	Feb.	Mar. ^P	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Mar. 1996 from		3 mos. 1996 from 3 mos. 1995
														Mar. 1995	Feb. 1996	
California, total	19,810	20,026	21,898	20,782	20,358	21,525	21,978	21,514	22,061	21,416	21,258	21,996	26,239	+5.4	+9.3	+7.0
Durable goods, total	8,187	8,345	9,112	8,309	8,089	8,745	9,141	8,726	8,986	8,864	8,687	8,709	9,905	+9.7	+9.2	+13.4
Nondurable goods, total	11,623	11,681	12,786	12,473	12,269	12,780	12,837	12,788	13,075	12,552	12,571	13,287	16,334	+2.5	+9.5	+3.0
Dept. stores (excl. leased depts.)	1,343	1,403	1,596	1,582	1,603	1,676	1,707	1,700	1,751	1,652	1,667	2,095	3,347	+9	+13.8	+2.2
Dept. stores (incl. leased depts.) ¹	1,372	1,437	1,634	1,615	1,638	1,713	1,740	1,731	1,787	1,688	1,700	2,139	3,403	+1.2	+13.7	+2.4
GAF, total ²	5,153	5,256	5,801	5,630	5,533	5,755	5,875	5,776	6,095	5,759	5,795	6,900	10,411	+3.0	+10.4	+4.7
Florida, total	12,036	12,560	13,950	12,488	12,413	12,392	12,042	11,348	11,826	11,556	11,757	12,319	14,825	+11.7	+11.1	+12.1
Durable goods, total	5,548	5,695	6,522	5,677	5,853	5,922	5,789	5,085	5,410	5,441	5,491	5,438	6,146	+14.9	+14.5	+15.2
Nondurable goods, total	6,488	6,865	7,428	6,811	6,560	6,470	6,253	6,263	6,416	6,115	6,266	6,881	8,679	+9.1	+8.2	+9.7
Dept. stores (excl. leased depts.)	944	1,045	1,139	1,083	1,066	1,039	992	1,004	1,074	971	1,019	1,348	2,003	+5.2	+9.0	+7.6
Dept. stores (incl. leased depts.) ¹	961	1,074	1,165	1,106	1,084	1,060	1,008	1,017	1,099	990	1,038	1,373	2,029	+5.3	+8.5	+7.9
GAF, total ²	2,791	3,023	3,260	3,086	2,994	2,988	2,878	2,824	3,005	2,813	2,872	3,708	5,637	+5.6	+7.8	+7.4
Illinois, total	7,490	7,785	8,746	8,572	8,365	8,923	8,902	8,435	8,679	8,190	8,465	8,966	10,481	+2.0	+12.3	+4.1
Nondurable goods, total	4,395	4,595	5,129	5,001	4,946	5,275	5,095	4,952	5,195	5,030	5,167	5,556	6,748	+2.6	+11.6	+2.5
Dept. stores (excl. leased depts.)	655	724	837	838	846	891	891	822	889	869	922	1,158	1,636	—1	+15.6	+2.7
Dept. stores (incl. leased depts.) ¹	671	745	859	857	865	912	910	839	909	888	944	1,186	1,670	+2	+15.3	+3.0
GAF, total ²	1,758	1,896	2,190	2,124	2,112	2,273	2,277	2,104	2,324	2,271	2,309	2,834	4,123	+3.1	+15.5	+4.0
Indiana, total	3,866	4,199	4,487	4,296	4,130	4,533	4,493	4,337	4,640	4,254	4,388	4,716	5,367	+4.4	+6.9	+6.1
Nondurable goods, total	2,368	2,468	2,732	2,701	2,625	2,816	2,779	2,693	2,890	2,719	2,750	2,963	3,450	+1.1	+10.7	+1.9
Dept. stores (excl. leased depts.)	414	457	529	495	503	518	537	512	560	521	548	710	979	+6.9	+15.8	+9.7
Dept. stores (incl. leased depts.) ¹	420	464	538	502	510	525	544	520	569	528	555	720	991	+7.2	+15.9	+9.8
GAF, total ²	971	1,038	1,168	1,108	1,112	1,191	1,206	1,172	1,280	1,179	1,215	1,568	2,250	+5.4	+12.5	+8.6
Louisiana, total	2,891	2,815	3,082	2,970	3,014	3,170	3,178	3,157	3,418	3,099	3,178	3,204	3,650	+3.8	+9.5	+6.5
Nondurable goods, total	1,789	1,824	1,958	1,830	1,880	1,976	1,908	1,937	2,017	1,872	1,959	2,056	2,429	+7.0	+7.3	+8.0
Dept. stores (excl. leased depts.)	275	303	357	328	342	342	343	340	359	321	339	419	583	+8.8	+17.8	+9.7
Dept. stores (incl. leased depts.) ¹	278	307	362	332	346	346	346	343	364	324	343	423	588	+9.0	+17.9	+9.9
GAF, total ²	638	661	759	694	731	723	747	729	778	717	739	893	1,293	+9.4	+14.8	+11.5
Maryland, total	3,119	3,369	3,791	3,780	3,656	3,913	3,975	3,682	3,850	3,681	3,668	3,889	4,618	+3	+12.5	—6
Nondurable goods, total	1,819	1,935	2,123	2,090	2,100	2,171	2,130	2,057	2,077	2,023	2,065	2,247	2,776	+1.6	+9.7	+1.1
Dept. stores (excl. leased depts.)	188	232	274	274	288	299	294	282	293	286	293	380	567	.0	+18.1	—1.3
Dept. stores (incl. leased depts.) ¹	195	241	284	283	298	308	303	290	303	296	302	391	581	+4	+17.8	—8
GAF, total ²	743	846	964	923	944	981	959	928	994	978	987	1,210	1,830	+4.4	+13.9	+1.8
Massachusetts, total	3,943	4,261	4,635	4,360	4,256	4,483	4,548	4,211	4,591	4,485	4,544	4,812	5,739	+6.3	+8.8	+6.8
Nondurable goods, total	2,695	2,893	3,144	3,035	2,955	3,051	3,119	2,849	3,088	3,120	3,109	3,413	4,135	+3.6	+8.7	+5.1
Dept. stores (excl. leased depts.)	216	253	280	288	301	327	333	294	318	328	325	416	613	—2.8	+10.7	—1.1
Dept. stores (incl. leased depts.) ¹	222	261	289	296	310	335	341	301	326	337	334	428	628	—2.4	+10.7	—4
GAF, total ²	855	935	1,044	1,006	1,035	1,118	1,111	1,014	1,149	1,141	1,131	1,373	2,067	+3.8	+11.7	+3.5
Michigan, total	6,754	7,095	7,775	7,423	7,155	7,924	8,174	7,466	8,181	7,500	7,570	7,869	9,109	+4.7	+9.6	+8.1
Durable goods, total	2,874	3,216	3,527	3,321	3,114	3,686	3,842	3,265	3,808	3,267	3,290	3,357	3,586	+6.2	+9.7	+10.4
Nondurable goods, total	3,880	3,879	4,248	4,102	4,041	4,238	4,332	4,201	4,373	4,233	4,280	4,512	5,523	+3.6	+9.5	+6.3
Dept. stores (excl. leased depts.)	781	806	905	896	902	956	1,008	948	1,003	954	993	1,220	1,646	+1.0	+12.3	+3.7
Dept. stores (incl. leased depts.) ¹	794	820	920	910	918	969	1,022	959	1,015	966	1,009	1,240	1,671	+1.1	+12.2	+3.9
GAF, total ²	1,721	1,762	1,979	1,962	1,942	2,075	2,143	2,004	2,175	2,074	2,134	2,575	3,675	+9	+12.3	+2.9
Minnesota, total	3,241	3,319	3,488	3,519	3,555	3,771	3,804	3,617	3,813	3,751	3,708	3,782	4,289	—9	+5.1	+3.1
Nondurable goods, total	1,968	1,901	2,063	2,111	2,183	2,264	2,312	2,252	2,306	2,260	2,247	2,330	2,757	—2.3	+8.5	+6
Dept. stores (excl. leased depts.)	283	308	353	346	337	369	386	350	409	385	393	474	660	+2.0	+14.6	+1.6
Dept. stores (incl. leased depts.) ¹	288	314	358	352	343	374	392	355	414	389	399	481	668	+1.7	+14.0	+1.3
GAF, total ²	731	773	867	850	819	895	935	881	1,015	971	960	1,133	1,569	+2.0	+12.2	+3.4
Missouri, total	3,801	3,993	4,328	4,463	4,256	4,541	4,600	4,360	4,455	4,239	4,230	4,381	5,077	—3.0	+8.4	+2.2
Nondurable goods, total	2,294	2,303	2,517	2,515	2,454	2,519	2,561	2,507	2,583	2,500	2,510	2,668	3,232	+1	+9.3	+2.8
Dept. stores (excl. leased depts.)	385	421	492	479	487	497	495	479	512	489	499	615	854	+2.7	+16.9	+4.5
Dept. stores (incl. leased depts.) ¹	387	426	498	482	490	502	498	482	517	495	503	621	863	+3.3	+16.9	+4.8
GAF, total ²	870	970	1,056	1,023	1,025	1,095	1,056	1,030	1,120	1,060	1,060	1,313	1,955	+3.2	+8.9	+6.4

See footnotes at end of list of areas.

Table 8. **Estimated Monthly Retail Sales by Selected Kinds of Business for Specified Large States—Continued**

[Data in millions of dollars, not adjusted for seasonal, holiday, trading-day, or price variations]

State and kind of business	1996			1995										Percent change		
	Jan.	Feb.	Mar. ^P	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Mar. 1996 from		3 mos. 1996 from 3 mos. 1995
														Mar. 1995	Feb. 1996	
New Jersey, total	5,265	5,512	6,153	6,020	5,767	6,322	6,623	6,385	6,666	6,145	6,036	6,406	7,580	+2.2	+11.6	+4.8
Nondurable goods, total	3,207	3,212	3,482	3,480	3,442	3,656	3,814	3,762	3,852	3,749	3,669	3,975	4,975	+1	+8.4	+3.7
Dept. stores (excl. leased depts.)	275	353	389	397	417	451	449	405	425	440	451	600	891	-2.0	+10.2	-3
Dept. stores (incl. leased depts.) ¹	284	364	401	407	430	463	461	416	437	452	463	616	912	-1.5	+10.2	.0
GAF, total ²	1,084	1,183	1,332	1,341	1,374	1,464	1,473	1,378	1,460	1,505	1,468	1,806	2,703	-7	+12.6	+9
New York, total	9,945	10,112	11,315	10,991	10,869	11,899	11,930	11,224	11,998	11,272	11,502	11,935	13,890	+2.9	+11.9	+3.8
Durable goods, total	3,587	3,811	4,494	4,105	4,037	4,604	4,807	4,335	4,836	4,242	4,406	4,329	4,801	+9.5	+17.9	+10.6
Nondurable goods, total	6,358	6,301	6,821	6,886	6,832	7,295	7,123	6,889	7,162	7,030	7,096	7,606	9,089	-9	+8.3	+1
Dept. stores (excl. leased depts.)	558	689	753	750	761	856	847	770	815	848	841	1,118	1,585	+4	+9.3	+2.9
Dept. stores (incl. leased depts.) ¹	573	710	777	769	781	878	869	790	836	871	860	1,149	1,620	+1.0	+9.4	+3.4
GAF, total ²	2,408	2,608	2,964	2,811	2,842	3,109	3,160	2,946	3,184	3,239	3,169	3,855	5,648	+5.4	+13.7	+4.6
North Carolina, total	4,926	5,172	5,868	5,492	5,303	5,518	5,580	5,587	5,680	5,515	5,511	5,671	6,767	+6.8	+13.5	+9.2
Nondurable goods, total	2,789	2,900	3,193	2,991	3,009	3,061	3,035	3,108	3,229	3,037	3,127	3,312	3,960	+6.8	+10.1	+7.6
Dept. stores (excl. leased depts.)	379	435	510	491	511	506	503	500	525	490	525	676	949	+3.9	+17.2	+6.2
Dept. stores (incl. leased depts.) ¹	387	442	519	498	519	514	510	507	533	497	532	687	961	+4.2	+17.4	+6.5
GAF, total ²	1,083	1,266	1,436	1,310	1,313	1,349	1,365	1,341	1,444	1,407	1,421	1,776	2,635	+9.6	+13.4	+11.6
Ohio, total	7,657	7,937	8,881	8,519	8,351	9,260	9,107	8,803	9,175	8,478	8,576	9,070	10,738	+4.2	+11.9	+7.4
Nondurable goods, total	4,667	4,762	5,329	5,154	5,137	5,429	5,336	5,333	5,517	5,195	5,222	5,587	6,671	+3.4	+11.9	+3.7
Dept. stores (excl. leased depts.)	654	713	838	822	830	855	890	854	917	875	891	1,167	1,624	+1.9	+17.5	+5.3
Dept. stores (incl. leased depts.) ¹	670	733	862	843	852	877	912	872	941	897	912	1,195	1,658	+2.3	+17.6	+5.4
GAF, total ²	1,819	1,917	2,151	1,970	1,966	2,216	2,177	2,060	2,305	2,241	2,229	2,802	4,191	+9.2	+12.2	+12.9
Pennsylvania, total	7,562	8,126	9,152	8,446	8,325	8,948	8,964	8,517	9,105	8,668	8,824	9,370	10,787	+8.4	+12.6	+9.0
Durable goods, total	2,682	3,146	3,669	3,262	3,195	3,582	3,641	3,375	3,814	3,397	3,369	3,445	3,562	+12.5	+16.6	+11.7
Nondurable goods, total	4,880	4,980	5,483	5,184	5,130	5,366	5,323	5,142	5,291	5,271	5,455	5,925	7,225	+5.8	+10.1	+7.3
Dept. stores (excl. leased depts.)	516	616	729	717	754	784	786	742	782	743	811	1,133	1,564	+1.7	+18.3	+3.2
Dept. stores (incl. leased depts.) ¹	533	636	753	738	777	807	808	762	807	764	833	1,166	1,600	+2.0	+18.4	+3.4
GAF, total ²	1,513	1,704	1,927	1,905	1,976	2,042	2,038	1,941	2,158	2,033	2,112	2,718	3,860	+1.2	+13.1	+2.2
Tennessee, total	3,594	3,804	4,349	3,939	3,982	4,194	4,222	4,154	4,364	4,045	4,081	4,293	4,987	+10.4	+14.3	+11.6
Nondurable goods, total	2,103	2,216	2,447	2,231	2,290	2,384	2,382	2,375	2,513	2,319	2,348	2,565	3,087	+9.7	+10.4	+11.4
Dept. stores (excl. leased depts.)	339	381	447	426	430	430	431	430	456	433	460	586	807	+4.9	+17.3	+7.7
Dept. stores (incl. leased depts.) ¹	343	386	452	430	434	434	436	434	460	437	464	592	813	+5.1	+17.1	+7.8
GAF, total ²	837	903	1,052	988	1,021	1,049	1,031	1,026	1,084	1,032	1,095	1,386	1,929	+6.5	+16.5	+7.5
Texas, total	12,426	12,757	14,264	13,852	13,150	14,271	14,324	13,927	14,311	13,350	13,263	13,592	16,431	+3.0	+11.8	+5.9
Durable goods, total	5,375	5,630	6,400	6,156	5,486	6,330	6,552	6,068	6,307	5,854	5,668	5,673	6,576	+4.0	+13.7	+8.8
Nondurable goods, total	7,051	7,127	7,864	7,696	7,664	7,941	7,772	7,859	8,004	7,496	7,595	7,919	9,855	+2.2	+10.3	+3.6
Dept. stores (excl. leased depts.)	1,220	1,331	1,526	1,410	1,438	1,500	1,474	1,507	1,586	1,405	1,451	1,752	2,649	+8.2	+14.7	+9.0
Dept. stores (incl. leased depts.) ¹	1,235	1,351	1,548	1,427	1,455	1,516	1,490	1,522	1,604	1,421	1,466	1,772	2,676	+8.5	+14.6	+9.3
GAF, total ²	3,158	3,265	3,690	3,401	3,392	3,626	3,524	3,518	3,882	3,518	3,549	4,262	6,446	+8.5	+13.0	+9.4
Virginia, total	4,763	4,938	5,520	5,460	5,344	5,853	5,642	5,614	5,797	5,462	5,572	5,770	6,633	+1.1	+11.8	+2.6
Nondurable goods, total	2,885	2,962	3,292	3,176	3,275	3,415	3,326	3,277	3,424	3,342	3,407	3,616	4,303	+3.7	+11.1	+3.6
Dept. stores (excl. leased depts.)	291	343	413	392	414	420	410	411	429	415	432	558	798	+5.4	+20.4	+5.0
Dept. stores (incl. leased depts.) ¹	298	350	422	400	423	428	418	420	438	424	441	569	811	+5.5	+20.6	+5.0
GAF, total ²	1,035	1,134	1,343	1,256	1,250	1,338	1,297	1,278	1,425	1,370	1,350	1,686	2,464	+6.9	+18.4	+3.8
Wisconsin, total	3,470	3,787	4,244	3,890	3,801	4,172	4,163	3,936	4,463	4,148	4,243	4,714	5,289	+9.1	+12.1	+11.5
Durable goods, total	1,513	1,757	2,031	1,810	1,757	1,919	1,986	1,818	2,147	1,964	1,929	1,882	1,982	+12.2	+15.6	+19.2
Nondurable goods, total	1,957	2,030	2,213	2,080	2,044	2,253	2,177	2,118	2,316	2,184	2,314	2,832	3,307	+6.4	+9.0	+5.6
Dept. stores (excl. leased depts.)	279	312	362	353	357	380	392	354	407	379	396	514	699	+2.5	+16.0	+4.4
Dept. stores (incl. leased depts.) ¹	284	319	369	360	365	388	401	362	415	386	404	525	713	+2.5	+15.7	+4.4
GAF, total ²	713	753	850	837	857	895	898	859	974	924	973	1,147	1,568	+1.6	+12.9	+2.4

^PPreliminary estimates.¹Includes data for leased departments operated within department stores. Data for this line not included in broader kind-of-business totals.²GAF represents stores which specialize in department store types of merchandise. (See appendix A.)

Note: Totals include data for kinds of business not shown. Measures of sampling variability are shown in table B-4.

Table 9. Estimated Monthly Retail Sales by Selected Kinds of Business for Specified Areas and Cities

[Data in millions of dollars, not adjusted for seasonal, holiday, trading-day, or price variations]

Area ¹ and kind of business	1996			1995												Percent change		
	Jan.	Feb.	Mar. ²	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Mar. 1996 from		3 mos. 1996 from 3 mos. 1995		
														Mar. 1995	Feb. 1996			
Atlanta, GA MSA, total	2,457	2,557	2,868	2,650	2,481	2,836	2,789	2,680	2,772	2,621	2,664	2,907	3,603	+8.2	+12.2	+12.0		
Nondurable goods, total	1,316	1,396	1,551	1,431	1,413	1,563	1,523	1,508	1,608	1,522	1,561	1,708	2,052	+8.4	+11.1	+9.6		
Dept. stores (excl. leased depts.)	181	222	253	242	238	248	239	230	262	246	261	346	490	+4.5	+14.0	+8.1		
Dept. stores (incl. leased depts.) ²	185	228	260	247	244	253	244	235	268	251	266	353	499	+5.3	+14.0	+8.5		
GAF, total ³	701	763	870	793	780	831	821	787	883	837	872	1,097	1,610	+9.7	+14.0	+11.5		
Baltimore, MD MSA, total	1,424	1,500	1,683	1,761	1,639	1,775	1,786	1,672	1,744	1,695	1,685	1,770	2,101	-4.4	+12.2	-3.7		
Nondurable goods, total	843	904	977	966	948	993	979	921	958	942	950	1,047	1,306	+1.1	+8.1	+1.9		
Dept. stores (excl. leased depts.)	85	108	126	126	132	137	134	126	132	130	132	175	260	.0	+16.7	+3		
Dept. stores (incl. leased depts.) ²	88	113	131	131	137	142	139	130	137	135	137	181	267	.0	+15.9	+6		
GAF, total ³	334	383	442	420	439	447	444	418	444	435	445	557	849	+5.2	+15.4	+3.2		
Boston-Lawrence-Salem-Lowell-Brockton, MA NECMA, total	2,570	2,763	2,974	2,866	2,705	2,903	2,860	2,641	2,851	2,867	2,842	2,995	3,631	+3.8	+7.6	+5.3		
Nondurable goods, total	1,686	1,770	1,916	1,983	1,877	1,933	1,882	1,737	1,867	1,925	1,884	2,042	2,463	-3.4	+8.2	-1.1		
Dept. stores (excl. leased depts.)	120	147	159	164	172	188	188	163	176	191	185	231	346	-3.0	+8.2	-1.6		
Dept. stores (incl. leased depts.) ²	124	153	166	169	178	194	195	168	183	198	191	239	357	-1.8	+8.5	-9		
GAF, total ³	553	622	689	651	664	729	715	642	735	748	726	887	1,349	+5.8	+10.8	+5.1		
Chicago-Gary-Lake County, IL-IN-WI CMSA, total	5,756	5,898	6,566	6,480	6,281	6,650	6,762	6,392	6,544	6,283	6,493	6,896	8,126	+1.3	+11.3	+3.8		
Nondurable goods, total	3,322	3,460	3,816	3,733	3,687	3,944	3,826	3,743	3,934	3,854	3,969	4,257	5,150	+2.2	+10.3	+2.2		
Dept. stores (excl. leased depts.)	430	480	558	558	559	594	596	544	593	588	626	783	1,127	.0	+16.3	+2.6		
Dept. stores (incl. leased depts.) ²	443	495	574	573	575	611	612	558	609	603	643	806	1,157	+2	+16.0	+2.6		
GAF, total ³	1,370	1,468	1,691	1,643	1,617	1,744	1,758	1,618	1,786	1,751	1,794	2,195	3,249	+2.9	+15.2	+4.3		
Chicago, IL PMSA, total	4,328	4,441	4,988	4,945	4,759	5,091	5,074	4,792	4,866	4,735	4,896	5,211	6,103	+9	+12.3	+3.4		
Nondurable goods, total	2,469	2,588	2,877	2,805	2,754	2,962	2,831	2,724	2,873	2,861	2,950	3,184	3,871	+2.6	+11.2	+2.1		
Dept. stores (excl. leased depts.)	315	357	413	417	413	442	440	399	434	440	471	583	840	-1.0	+15.7	+1.7		
Dept. stores (incl. leased depts.) ²	326	369	426	428	426	455	453	411	446	452	484	601	864	-5	+15.4	+1.9		
GAF, total ³	1,041	1,128	1,301	1,262	1,251	1,347	1,355	1,235	1,350	1,354	1,391	1,674	2,446	+3.1	+15.3	+3.9		
Chicago, IL City, total	1,162	1,126	1,261	1,204	1,218	1,246	1,235	1,228	1,242	1,274	1,309	1,361	1,634	+4.7	+12.0	+7.6		
Nondurable goods, total	838	812	901	872	875	903	872	868	890	920	962	1,006	1,213	+3.3	+11.0	+5.8		
Dept. stores (excl. leased depts.)	78	89	101	103	105	114	114	102	109	113	124	148	208	-1.9	+13.5	-1.1		
Dept. stores (incl. leased depts.) ²	83	95	106	108	111	119	119	106	114	118	130	156	218	-1.9	+11.6	-4		
GAF, total ³	270	293	349	354	362	388	389	340	375	377	395	459	626	-1.4	+19.1	-3.9		
Cincinnati-Hamilton, OH-KY-IN CMSA, total	1,178	1,217	1,373	1,365	1,301	1,415	1,416	1,304	1,328	1,256	1,298	1,408	1,774	+6	+12.8	+5.2		
Nondurable goods, total	733	732	838	802	797	831	800	790	806	769	785	860	1,048	+4.5	+14.5	+4.5		
Dept. stores (excl. leased depts.)	90	101	124	120	119	127	126	119	132	133	129	179	247	+3.3	+22.8	+6.4		
Dept. stores (incl. leased depts.) ²	93	104	128	123	123	130	130	122	136	137	133	184	251	+4.1	+23.1	+7.3		
GAF, total ³	291	319	354	333	335	359	362	343	366	359	375	483	728	+6.3	+11.0	+10.8		
Cleveland-Akron-Lorain, OH CMSA, total	1,866	1,965	2,201	2,142	2,025	2,350	2,253	2,135	2,251	1,975	2,000	2,210	2,636	+2.8	+12.0	+6.9		
Nondurable goods, total	1,085	1,082	1,203	1,176	1,153	1,213	1,227	1,196	1,226	1,167	1,155	1,240	1,577	+2.3	+11.2	+4.3		
Dept. stores (excl. leased depts.)	132	146	174	168	167	175	183	178	191	184	187	240	352	+3.6	+19.2	+7.1		
Dept. stores (incl. leased depts.) ²	136	152	181	174	173	182	190	183	198	190	193	249	360	+4.0	+19.1	+7.3		
GAF, total ³	414	442	506	478	471	500	507	480	546	523	539	674	1,010	+5.9	+14.5	+8.6		
Cleveland, OH PMSA, total	1,148	1,252	1,449	1,323	1,253	1,516	1,451	1,341	1,378	1,210	1,214	1,400	1,631	+9.5	+15.7	+9.2		
Dept. stores (excl. leased depts.)	83	93	110	106	105	111	117	112	119	117	118	149	219	+3.8	+18.3	+7.5		
Dept. stores (incl. leased depts.) ²	86	97	115	110	109	116	121	116	124	121	122	154	225	+4.5	+18.6	+8.0		
GAF, total ³	270	289	329	320	317	339	346	327	353	342	351	431	643	+2.8	+13.8	+5.0		
Dallas-Fort Worth, TX CMSA, total	3,358	3,417	3,813	3,852	3,564	3,801	3,886	3,803	3,783	3,641	3,595	3,711	4,512	-1.0	+11.6	+3.2		
Nondurable goods, total	1,803	1,781	1,978	1,997	2,034	2,050	2,021	2,008	2,024	1,903	1,972	2,044	2,544	-1.0	+11.1	+5		
Dept. stores (excl. leased depts.)	283	310	355	329	334	357	354	352	374	340	348	436	682	+7.9	+14.5	+9.6		
Dept. stores (incl. leased depts.) ²	288	316	361	334	340	362	360	358	379	345	354	442	692	+8.1	+14.2	+9.8		
GAF, total ³	885	893	1,022	931	922	1,002	987	970	1,073	993	1,007	1,245	1,896	+9.8	+14.4	+10.0		
Denver-Boulder, CO CMSA, total	1,606	1,702	1,887	1,609	1,569	1,683	1,766	1,703	1,791	1,747	1,766	1,858	2,266	+17.3	+10.9	+19.3		
Nondurable goods, total	807	824	911	888	854	897	921	876	925	888	915	970	1,263	+2.6	+10.6	+5.8		
Dept. stores (excl. leased depts.)	126	136	154	152	147	159	164	161	172	160	163	194	296	+1.3	+13.2	+4.0		
Dept. stores (incl. leased depts.) ²	128	140	157	155	150	162	167	164	175	163	166	198	300	+1.3	+12.1	+4.4		
GAF, total ³	435	475	528	480	464	507	495	483	548	512	514	621	944	+10.0	+11.2	+8.8		
Detroit-Ann Arbor, MI CMSA, total	3,605	3,714	4,065	4,057	3,739	4,109	4,213	3,797	4,264	3,906	3,906	4,112	4,937	+2	+9.5	+5.4		
Nondurable goods, total	2,235	2,246	2,460	2,382	2,298	2,410	2,431	2,297	2,446	2,399	2,433	2,539	3,146	+3.3	+9.5	+6.7		
Dept. stores (excl. leased depts.)	365	381	430	429	428	456	473	438	464	455	476	591	811	+2	+12.9	+3.2		
Dept. stores (incl. leased depts.) ²	374	391	440	438	437	465	481	446	472	463	486	604	827	+5	+12.5	+3.3		
GAF, total ³	935	962	1,070															

Table 9. Estimated Monthly Retail Sales by Selected Kinds of Business for Specified Areas and Cities—Continued

[Data in millions of dollars, not adjusted for seasonal, holiday, trading-day, or price variations]

Area ¹ and kind of business	1996			1995												Percent change		
	Jan.	Feb.	Mar. ^P	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Mar. 1996 from		3 mos. 1996 from 3 mos. 1995		
														Mar. 1995	Feb. 1996			
Houston-Galveston-Brazoria, TX CMSA, total-Con.																		
Houston, TX PMSA, total	2,442	2,425	2,698	2,666	2,517	2,765	2,746	2,749	2,792	2,630	2,611	2,675	3,324	+1.2	+11.3	+5.2		
Nondurable goods, total	1,494	1,487	1,626	1,540	1,574	1,674	1,611	1,672	1,697	1,550	1,603	1,674	2,071	+5.6	+9.3	+6.7		
Dept. stores (excl. leased depts.)	208	225	266	247	253	262	260	267	282	243	253	312	486	+7.7	+18.2	+7.5		
Dept. stores (incl. leased depts.) ²	211	230	272	251	257	267	264	271	286	247	257	316	492	+8.4	+18.3	+7.9		
GAF, total ³	647	670	768	702	706	751	733	734	801	711	714	873	1,372	+9.4	+14.6	+9.3		
Kansas City, MO-KS MSA, total	1,177	1,245	1,395	1,317	1,262	1,370	1,465	1,426	1,462	1,383	1,357	1,382	1,635	+5.9	+12.0	+9.8		
Dept. stores (excl. leased depts.)	111	120	141	144	142	150	150	141	155	140	145	180	262	-2.1	+17.5	-8		
Dept. stores (incl. leased depts.) ²	112	122	143	147	144	152	151	143	157	142	147	183	264	-2.7	+17.2	-1.0		
GAF, total ³	283	306	346	329	320	356	349	334	375	338	343	424	634	+5.2	+13.1	+6.0		
Los Angeles-Anaheim-Riverside, CA CMSA, total	9,804	10,016	11,030	10,338	10,062	10,658	10,684	10,412	10,726	10,257	10,367	10,872	12,902	+6.7	+10.1	+7.2		
Nondurable goods, total	5,486	5,555	6,073	5,949	5,824	6,064	6,054	6,024	6,139	5,919	5,920	6,279	7,758	+2.1	+9.3	+1.8		
Dept. stores (excl. leased depts.)	630	655	741	752	758	791	800	790	800	776	773	973	1,573	-1.5	+13.1	+5		
Dept. stores (incl. leased depts.) ²	646	672	761	770	776	810	818	805	818	794	790	994	1,603	-1.2	+13.2	+7		
GAF, total ³	2,459	2,517	2,775	2,787	2,696	2,745	2,786	2,719	2,865	2,731	2,747	3,287	4,965	-4	+10.3	+1.6		
Anaheim-Santa Ana, CA PMSA, total	2,125	2,047	2,364	2,160	2,152	2,186	2,173	2,152	2,221	2,130	2,150	2,205	2,783	+9.4	+15.5	+8.9		
Dept. stores (excl. leased depts.)	122	128	144	145	146	152	154	158	155	152	150	195	317	-7	+12.5	+1.5		
Dept. stores (incl. leased depts.) ²	125	132	149	149	150	156	158	161	159	156	153	200	323	.0	+12.9	+2.0		
GAF, total ³	548	548	599	672	639	585	598	601	635	599	595	715	1,073	-10.9	+9.3	-8.4		
Los Angeles-Long Beach, CA PMSA, total	5,657	5,840	6,303	6,045	5,873	6,263	6,249	6,121	6,278	5,952	6,055	6,294	7,324	+4.3	+7.9	+5.6		
Nondurable goods, total	3,126	3,150	3,445	3,438	3,378	3,510	3,511	3,509	3,597	3,462	3,468	3,627	4,345	+2	+9.4	.0		
Dept. stores (excl. leased depts.)	328	340	382	398	399	422	426	417	429	416	411	512	829	-4.0	+12.4	-1.4		
Dept. stores (incl. leased depts.) ²	336	349	392	407	408	432	436	426	439	426	420	524	845	-3.7	+12.3	-1.3		
GAF, total ³	1,401	1,435	1,571	1,565	1,514	1,598	1,628	1,579	1,668	1,602	1,616	1,863	2,801	+4	+9.5	+3.1		
Los Angeles, CA City, total	1,867	1,903	1,981	1,893	1,849	1,945	1,993	1,950	2,033	1,933	1,961	2,053	2,385	+4.6	+4.1	+7.5		
Nondurable goods, total	1,122	1,085	1,187	1,176	1,183	1,223	1,212	1,228	1,247	1,211	1,218	1,255	1,468	+9	+9.4	+1.4		
Dept. stores (excl. leased depts.)	74	80	88	98	98	107	104	104	105	101	101	124	192	-10.2	+10.0	-6.9		
Dept. stores (incl. leased depts.) ²	76	82	91	101	101	110	107	107	109	104	104	128	197	-9.9	+11.0	-7.4		
GAF, total ³	439	462	493	481	485	500	497	493	513	501	518	575	835	+2.5	+6.7	+4.3		
Miami-Fort Lauderdale, FL CMSA, total	3,312	3,412	3,635	3,253	3,005	3,249	3,057	2,976	3,169	3,114	3,192	3,387	4,032	+11.7	+6.5	+14.0		
Nondurable goods, total	1,741	1,847	1,971	1,608	1,550	1,570	1,529	1,538	1,591	1,563	1,594	1,716	2,170	+22.6	+6.7	+23.2		
Dept. stores (excl. leased depts.)	182	211	223	212	214	217	204	205	227	205	205	276	416	+5.2	+5.7	+6.6		
Dept. stores (incl. leased depts.) ²	188	218	231	218	220	223	209	210	234	211	211	283	424	+6.0	+6.0	+7.1		
GAF, total ³	742	809	852	816	799	841	806	805	852	789	814	1,011	1,537	+4.4	+5.3	+4.0		
Miami-Hialeah, FL PMSA, total	1,758	1,755	1,849	1,674	1,603	1,760	1,689	1,649	1,767	1,739	1,809	1,891	2,233	+10.5	+5.4	+12.5		
Nondurable goods, total	921	933	989	908	879	899	885	889	926	911	944	996	1,220	+8.9	+6.0	+10.7		
Dept. stores (excl. leased depts.)	99	114	122	116	118	122	114	115	127	115	114	154	225	+5.2	+7.0	+5.7		
Dept. stores (incl. leased depts.) ²	102	117	126	119	121	125	117	118	131	118	117	158	230	+5.9	+7.7	+6.2		
GAF, total ³	465	504	532	511	499	531	519	525	550	511	527	636	933	+4.1	+5.6	+4.1		
Milwaukee-Racine, WI CMSA, total	1,077	1,249	1,443	1,297	1,210	1,355	1,329	1,197	1,362	1,265	1,233	1,344	1,492	+11.3	+15.5	+10.9		
Dept. stores (excl. leased depts.)	85	97	114	112	115	117	122	108	123	119	125	163	224	+1.8	+17.5	+3.5		
Dept. stores (incl. leased depts.) ²	88	100	118	115	118	121	125	111	127	122	129	168	231	+2.6	+18.0	+3.7		
GAF, total ³	235	258	293	274	276	293	292	261	300	291	302	376	542	+6.9	+13.6	+7.5		
Milwaukee, WI PMSA, total	909	1,049	1,188	1,057	1,015	1,130	1,101	1,020	1,149	1,064	1,066	1,151	1,264	+12.4	+13.3	+11.6		
Dept. stores (excl. leased depts.)	76	87	103	100	103	105	109	96	111	107	113	146	200	+3.0	+18.4	+3.9		
Dept. stores (incl. leased depts.) ²	78	90	106	103	106	108	112	99	114	109	116	151	206	+2.9	+17.8	+4.2		
GAF, total ³	203	226	258	245	244	260	259	230	266	257	266	334	476	+5.3	+14.2	+5.0		
Minneapolis-St. Paul, MN-WI MSA, total	2,174	2,307	2,402	2,334	2,321	2,440	2,404	2,259	2,449	2,442	2,416	2,483	2,791	+2.9	+4.1	+5.5		
Dept. stores (excl. leased depts.)	183	199	228	228	217	237	246	220	259	246	256	306	422	.0	+14.6	-1.3		
Dept. stores (incl. leased depts.) ²	186	203	233	232	222	241	250	224	264	251	261	311	428	+4	+14.8	-1.7		
GAF, total ³	478	503	569	563	539	569	588	540	617	592	603	708	979	+1.1	+13.1	+3		
New York-Northern New Jersey-Long Island, NY-NJ-CT CMSA, total	10,872	11,042	12,197	11,983	11,560	12,653	12,901	11,827	12,534	12,192	12,114	12,903	15,457	+1.8	+10.5	+3.6		
Nondurable goods, total	6,899	6,771	7,319	7,255	7,164	7,536	7,487	7,151	7,374	7,480	7,497	8,135	9,999	+9	+8.1	+2.9		
Dept. stores (excl. leased depts.)	511	671	717	727	745	844	815	723	760	819	810	1,058	1,556	-1.4	+6.9	-1		
Dept. stores (incl. leased depts.) ²	529	693	741	748	767	867	837	740	782	843	832	1,088	1,595	-9	+6.9	+4		
GAF, total ³	2,614	2,872	3,216	3,144	3,173	3,452	3,470	3,186	3,440	3,591	3,491	4,194	6,157	+2.3	+12.0	+1.6		
Nassau-Suffolk, NY PMSA, total	2,139	2,068	2,381	2,343	2,236	2,413	2,445	2,332	2,394	2,374	2,303	2,381	2,750	+1.6	+15.1	+1.7		
Nondurable goods, total	1,355	1,173	1,294	1,267	1,278	1,301	1,307	1,368	1,322	1,360	1,303	1,371	1,723	+2.1	+10.3	+4.6		
Dept. stores (ex																		

Table 9. Estimated Monthly Retail Sales by Selected Kinds of Business for Specified Areas and Cities—Continued

[Data in millions of dollars, not adjusted for seasonal, holiday, trading-day, or price variations]

Area ¹ and kind of business	1996			1995											Percent change		
	Jan.	Feb.	Mar. ²	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Mar. 1996 from		3 mos. 1996 from 3 mos. 1995	
														Mar. 1995	Feb. 1996		
Philadelphia-Wilmington-Trenton, PA-NJ-DE CMSA, total	3,929	4,183	4,757	4,461	4,333	4,556	4,573	4,373	4,672	4,386	4,523	4,752	5,458	+6.6	+13.7	+6.3	
Nondurable goods, total	2,408	2,429	2,671	2,613	2,585	2,694	2,655	2,540	2,610	2,607	2,709	2,957	3,574	+2.2	+10.0	+3.3	
Dept. stores (excl. leased depts.)	223	280	331	325	346	365	355	323	337	339	366	492	743	+1.8	+18.2	+4	
Dept. stores (incl. leased depts.) ²	231	290	341	335	357	375	366	333	348	348	375	505	760	+1.8	+17.6	+5	
GAF, total ³	816	915	1,047	999	1,027	1,073	1,068	980	1,075	1,079	1,085	1,353	2,027	+4.8	+14.4	+4.1	
Philadelphia, PA-NJ PMSA, total	3,150	3,367	3,828	3,560	3,495	3,663	3,642	3,501	3,776	3,513	3,630	3,828	4,410	+7.5	+13.7	+6.0	
Nondurable goods, total	1,938	1,936	2,123	2,122	2,094	2,155	2,140	2,036	2,096	2,116	2,174	2,360	2,892	.0	+9.7	+1.3	
Dept. stores (excl. leased depts.)	174	220	260	255	271	288	276	250	261	263	285	381	581	+2.0	+18.2	+3	
Dept. stores (incl. leased depts.) ²	181	227	268	262	279	296	284	258	269	270	293	391	594	+2.3	+18.1	+4	
GAF, total ³	668	753	858	825	846	891	883	800	893	890	889	1,111	1,672	+4.0	+13.9	+3.1	
Philadelphia, PA City, total	609	596	645	702	668	704	663	636	663	692	673	726	861	-8.1	+8.2	-5.5	
Dept. stores (excl. leased depts.)	27	33	40	39	41	44	42	39	40	39	43	56	84	+2.6	+21.2	-1.0	
Dept. stores (incl. leased depts.) ²	29	35	42	40	43	45	44	41	41	40	44	58	87	+5.0	+20.0	+1.0	
Phoenix, AZ MSA, total	1,838	1,891	2,039	1,904	1,803	1,911	1,854	1,769	1,912	1,785	1,845	1,937	2,246	+7.1	+7.8	+7.6	
Dept. stores (excl. leased depts.)	149	162	184	178	165	171	162	153	170	151	163	206	332	+3.4	+13.6	+6.2	
Dept. stores (incl. leased depts.) ²	152	166	189	182	169	175	165	156	174	154	166	210	337	+3.8	+13.9	+6.3	
GAF, total ³	459	466	517	492	459	493	474	442	508	458	477	576	885	+5.1	+10.9	+7.9	
Pittsburgh-Beaver Valley, PA CMSA, total	1,296	1,391	1,525	1,414	1,419	1,550	1,548	1,442	1,565	1,414	1,440	1,596	1,877	+7.9	+9.6	+9.2	
Nondurable goods, total	910	922	1,014	930	929	979	981	950	989	959	967	1,072	1,347	+9.0	+10.0	+10.5	
Dept. stores (excl. leased depts.)	105	123	146	148	152	157	159	150	162	152	164	237	322	-1.4	+18.7	+1.4	
Dept. stores (incl. leased depts.) ²	109	129	153	154	159	163	165	156	169	158	171	247	332	-6	+18.6	+2.1	
GAF, total ³	293	324	374	378	381	395	388	364	416	394	403	538	788	-1.1	+15.4	+1.7	
Pittsburgh, PA PMSA, total	1,182	1,275	1,409	1,334	1,345	1,466	1,464	1,372	1,481	1,347	1,378	1,522	1,794	+5.6	+10.5	+5.8	
Nondurable goods, total	810	832	917	889	888	936	934	907	945	918	927	1,026	1,288	+3.1	+10.2	+4.0	
Dept. stores (excl. leased depts.)	95	112	133	135	139	143	144	136	147	139	150	216	294	-1.5	+18.8	+1.5	
Dept. stores (incl. leased depts.) ²	99	117	139	141	145	148	150	141	153	145	156	225	303	-1.4	+18.8	+1.4	
GAF, total ³	273	305	353	357	358	371	363	342	387	371	380	506	738	-1.1	+15.7	+2.0	
St. Louis, MO-IL MSA, total	1,706	1,799	1,977	2,161	1,961	2,176	2,241	2,091	2,146	2,034	2,055	2,119	2,448	-8.5	+9.9	-2.4	
Dept. stores (excl. leased depts.)	165	184	217	223	223	226	221	213	225	224	222	285	401	-2.7	+17.9	-4	
Dept. stores (incl. leased depts.) ²	169	188	222	227	227	230	225	216	229	228	226	290	407	-2.2	+18.1	+3	
GAF, total ³	425	483	542	508	508	540	529	515	560	524	525	666	993	+6.7	+12.2	+6.5	
San Diego, CA MSA, total	1,647	1,582	1,708	1,688	1,709	1,796	1,694	1,747	1,798	1,682	1,761	1,832	2,153	+1.2	+8.0	+4.5	
Nondurable goods, total	904	884	975	982	973	1,011	910	949	989	940	977	1,037	1,290	-7	+10.3	+1.0	
Dept. stores (excl. leased depts.)	116	120	136	131	133	137	140	145	148	137	137	175	284	+3.8	+13.3	+4.5	
Dept. stores (incl. leased depts.) ²	118	123	139	134	137	141	143	147	151	141	141	179	288	+3.7	+13.0	+4.1	
GAF, total ³	502	525	561	520	515	545	559	545	583	548	553	671	991	+7.9	+6.9	+10.0	
San Francisco-Oakland-San Jose, CA CMSA, total	4,461	4,545	4,927	4,612	4,527	4,841	5,105	5,019	5,120	5,164	4,911	5,052	6,146	+6.8	+8.4	+8.4	
Nondurable goods, total	2,826	2,814	3,084	2,958	2,923	3,047	3,114	3,125	3,155	3,036	3,047	3,243	3,949	+4.3	+9.6	+4.6	
Dept. stores (excl. leased depts.)	275	290	324	320	324	343	355	362	371	353	354	450	719	+1.3	+11.7	+3.1	
Dept. stores (incl. leased depts.) ²	282	297	331	328	333	352	363	369	378	360	361	459	731	+9	+11.4	+3.1	
GAF, total ³	1,376	1,369	1,520	1,418	1,406	1,497	1,557	1,550	1,625	1,548	1,553	1,831	2,752	+7.2	+11.0	+9.2	
Oakland, CA PMSA, total	1,446	1,502	1,581	1,476	1,463	1,566	1,596	1,558	1,590	1,502	1,536	1,614	1,928	+7.1	+5.3	+10.1	
Dept. stores (excl. leased depts.)	90	93	106	102	103	108	113	114	117	111	109	145	238	+3.9	+14.0	+5.9	
Dept. stores (incl. leased depts.) ²	92	95	108	104	105	110	115	116	120	113	112	148	243	+3.8	+13.7	+5.4	
San Francisco, CA PMSA, total	1,247	1,246	1,392	1,269	1,247	1,365	1,408	1,424	1,433	1,422	1,399	1,411	1,761	+9.7	+11.7	+10.5	
Nondurable goods, total	905	900	1,000	926	910	986	1,001	1,001	995	987	974	1,045	1,220	+8.0	+11.1	+7.7	
Dept. stores (excl. leased depts.)	66	69	76	79	80	86	86	90	92	90	89	108	167	-3.8	+10.1	-5	
Dept. stores (incl. leased depts.) ²	67	71	78	81	82	88	88	92	94	92	91	110	170	-3.7	+9.9	-5	
GAF, total ³	436	429	485	444	449	479	519	529	533	513	505	582	870	+9.2	+13.1	+11.2	
Seattle-Tacoma, WA CMSA, total	2,077	2,176	2,437	2,223	2,158	2,404	2,376	2,260	2,448	2,313	2,255	2,413	3,009	+9.6	+12.0	+10.1	
Dept. stores (excl. leased depts.)	137	153	168	150	152	169	164	161	192	172	173	217	329	+12.0	+9.8	+13.1	
Dept. stores (incl. leased depts.) ²	140	158	172	153	156	172	168	165	196	177	177	222	334	+12.4	+8.9	+13.5	
GAF, total ³	538	567	623	563	560	592	618	617	673	617	613	740	1,147	+10.7	+9.9	+10.8	
Tampa-St. Petersburg-Clearwater, FL MSA, total	2,012	2,072	2,340	2,090	1,979	2,043	1,979	1,905	1,980	1,916	1,943	2,032	2,350	+12.0	+12.9	+12.4	
Nondurable goods, total	1,217	1,252	1,346	1,270	1,228	1,219	1,171	1,165	1,172	1,145	1,192	1,287	1,581	+6.0	+7.5	+6.5	
Dept. stores (excl. leased depts.)	134	150	164	157	152	149	140	139	153	137	145	195	293	+4.5	+9.3	+7.2	
Dept. stores (incl. leased depts.) ²	137	154	169	161	156	152	143	142	157	140	148	199	297	+5.0	+9.7	+7.5	
GAF, total ³	354	388	430	398	390	391	377	365	401	370	383	481	716	+8.0	+10.8	+6.9	
Washington, DC-MD-VA MSA, total	2,978	3,212	3,571	3,475	3,407	3,623	3,665	3,419	3,567	3,406	3,420	3,622	4,402	+2.8	+11.2	+2.7	
Nondurable goods, total	1,760	1,856	2,040	2,012	2,017	2,076	2,073	1,981	2,014	1,986	2,036	2,175	2,649	+1.4	+9.9	+8	
Dept. stores (excl. leased depts.)	147	185	213	213	223	238	230	226	231	226	229	282	434	.0	+15.1	-2.7	
Dept. stores (incl. leased depts.) ²	152	192	221	221	230	245	237	234	240	235	236	292	445	.0	+15.1	-2.8	
GAF, total ³	802	882	995	934	947	1,001	985	955	1,039	1,033	1,026	1,228	1,818	+6.5	+12.8	+4.7	

¹Preliminary estimates.

²For definitions, see appendix D.

³Includes data for leased departments operated within department stores. Data for this line not included in broader kind-of-business totals.

⁴GAF represents stores which specialize in department store types of merchandise. (See appendix A.)

Note: Totals include data for kinds of business not shown. Measures of sampling variability are shown in table B-5.

Figure 5.

**Estimated Monthly Retail Sales, End of Month Inventories,
and Inventories/Sales Ratios: January 1989 - March 1996**

(Seasonally adjusted, but not adjusted for price changes)

Millions of dollars

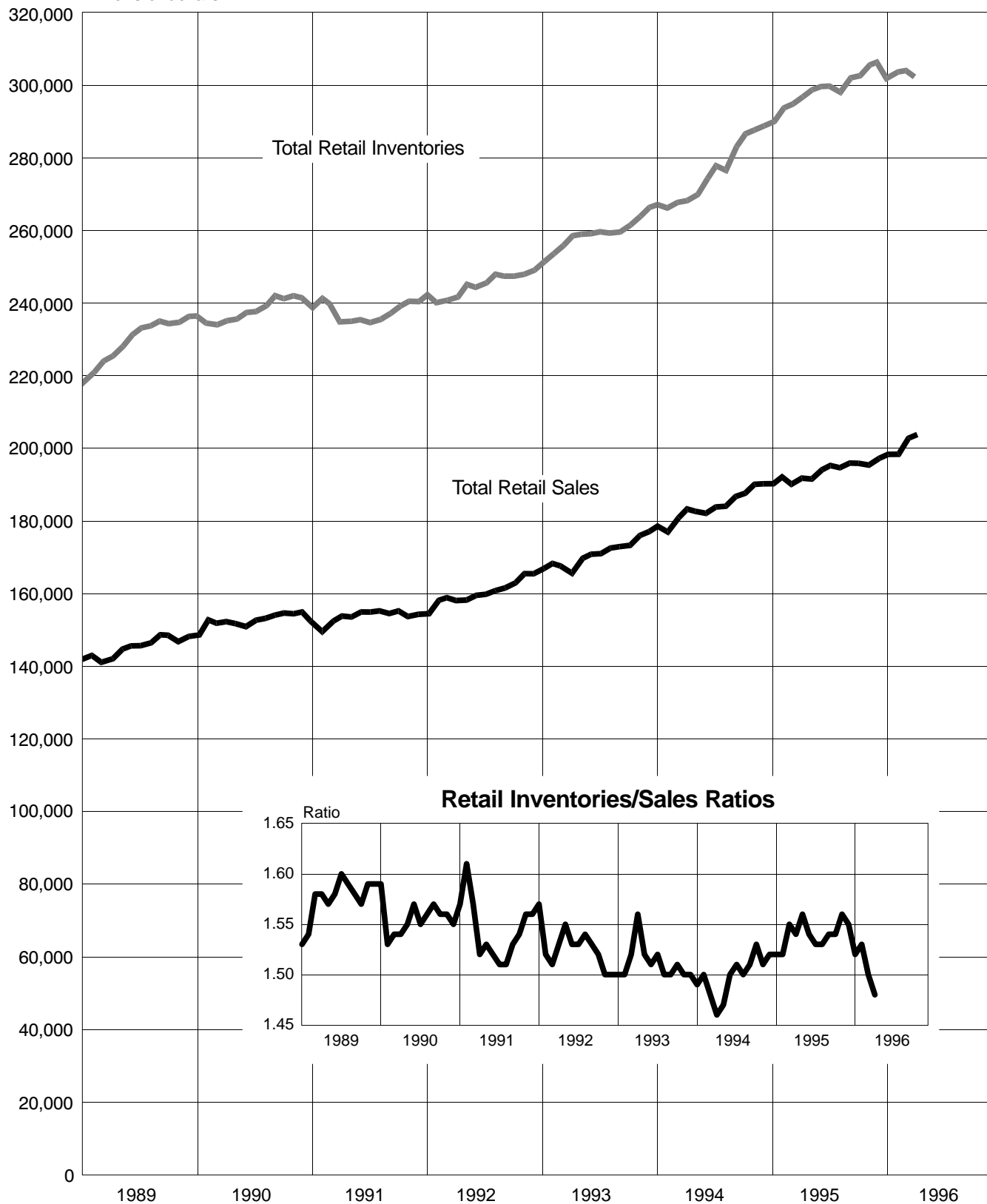


Table 10. Estimated End-of-Month Retail Inventories by Kinds of Business

[Data in millions of dollars]

SIC code	Kind of business	1996			1995										Percent change Mar. 1996 from	
		Jan.	Feb.	Mar. ^P	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Mar. 1995	Feb. 1996
	Unadjusted															
	Retail Inventories, total	295,770	300,102	302,850	297,547	300,535	299,528	296,030	290,659	294,618	303,281	322,741	330,385	298,371	+1.8	+9
	Total (excl. automotive group)	207,013	209,963	214,345	209,032	211,110	210,718	209,317	211,100	217,194	225,207	239,558	242,742	209,556	+2.5	+2.1
	Durable goods, total	160,138	162,629	163,214	159,161	161,777	161,295	158,718	151,450	151,729	154,757	163,935	170,124	161,359	+2.5	+4
52	Building materials group stores	20,347	20,980	22,097	21,048	21,468	21,422	20,847	20,554	20,567	20,687	20,996	20,672	20,247	+5.0	+5.3
55 ex 554	Automotive dealers	88,757	90,139	88,505	88,515	89,425	88,810	86,713	79,559	77,424	78,074	83,183	87,643	88,815	.0	-1.8
57	Furniture group stores	23,389	23,467	23,708	22,068	22,331	22,348	22,644	22,428	23,651	25,033	26,888	28,192	24,412	+7.4	+1.0
	Nondurable goods, total	135,632	137,473	139,636	138,386	138,758	138,233	137,312	139,209	142,889	148,524	158,806	160,261	137,012	+9	+1.6
53	General merchandise group stores	52,884	54,005	55,424	54,239	54,483	54,389	53,896	54,678	56,382	60,189	66,104	67,672	53,245	+2.2	+2.6
531	Dept. stores (excl. leased depts.)	42,234	43,512	44,720	42,664	42,943	43,018	42,586	43,330	44,770	47,909	52,698	54,067	42,520	+4.8	+2.8
54	Food group stores	27,787	27,436	27,599	26,759	26,646	26,541	26,652	26,723	26,735	27,215	28,229	28,748	28,352	+3.1	+6
56	Apparel & accessory stores	20,772	21,869	22,847	23,878	24,117	23,669	23,000	23,937	24,893	25,554	27,175	26,990	21,231	-4.3	+4.5
	Adjusted¹															
	Retail Inventories, total	304,370	304,824	302,888	297,392	299,407	300,376	300,516	299,041	302,700	303,299	306,224	307,265	302,879	+1.8	-6
	Total (excl. automotive group)	217,122	218,080	218,554	213,006	213,973	214,865	215,549	215,291	218,374	218,785	219,836	220,271	216,760	+2.6	+2
	Durable goods, total	161,316	161,575	160,255	156,147	158,360	158,454	158,057	156,810	159,326	160,195	162,165	163,243	160,363	+2.6	-8
52	Building materials group stores	20,912	21,001	21,309	20,297	20,583	20,441	20,458	20,575	20,880	21,261	21,337	21,224	21,025	+5.0	+1.5
55 ex 554	Automotive dealers	87,248	86,744	84,334	84,386	85,434	85,511	84,967	83,750	84,326	84,514	86,388	86,994	86,119	-1	-2.8
57	Furniture group stores	23,964	24,496	24,441	22,727	22,998	23,111	23,417	23,460	24,183	24,446	24,668	25,037	24,051	+7.5	-2
	Nondurable goods, total	143,054	143,249	142,633	141,245	141,047	141,922	142,459	142,231	143,374	143,104	144,059	144,022	142,516	+1.0	-4
53	General merchandise group stores	57,583	57,376	57,102	55,806	55,486	56,008	56,656	56,602	56,930	56,888	57,361	57,819	57,599	+2.3	-5
531	Dept. stores (excl. leased depts.)	45,956	46,044	46,056	43,848	43,686	44,212	44,875	44,855	45,177	45,325	45,864	46,211	46,067	+5.0	.0
54	Food group stores	27,687	27,760	27,701	26,846	26,851	26,849	26,954	27,190	27,449	27,463	27,467	27,540	27,703	+3.2	-2
56	Apparel & accessory stores	23,261	23,240	23,313	24,365	24,435	24,451	24,185	23,889	23,982	23,882	24,134	23,906	23,203	-4.3	+3

^PPreliminary estimates (appendix B, table B-8 contains measures of revisions to preliminary estimates).¹Data are adjusted for seasonal variations, but not for price changes. Each month, new factors are developed using the latest estimates and applied to the unadjusted Preliminary and Final (the month before the Preliminary estimate) estimates and to the estimates of the previous year that correspond to the Preliminary month. (See appendix C.)

Note: U.S. and group totals include data for kinds of business not shown. Measures of sampling variability are shown in table B-6.

Table 11. Inventories/Sales Ratios

SIC code	Kind of business	1996			1995									
		Jan.	Feb.	Mar. ^P	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.
	Unadjusted													
	Retail trade, total	1.69	1.65	1.50	1.55	1.60	1.49	1.46	1.49	1.44	1.57	1.66	1.63	1.25
	Total (excl. automotive group) . . .	1.57	1.57	1.45	1.47	1.50	1.40	1.40	1.44	1.42	1.55	1.63	1.54	1.07
	Durable goods, total	2.30	2.18	1.94	2.03	2.16	1.93	1.86	1.91	1.80	1.98	2.11	2.18	1.85
	Building materials group stores	2.55	2.57	2.29	2.10	2.02	1.74	1.76	1.87	1.81	1.91	1.90	2.02	2.11
52	Automotive dealers	2.05	1.89	1.64	1.77	1.93	1.74	1.63	1.64	1.50	1.65	1.78	1.98	2.10
55 ex	Furniture group stores	2.30	2.37	2.18	2.18	2.38	2.20	2.19	2.19	2.15	2.33	2.48	2.26	1.54
554														
57														
	Nondurable goods, total	1.29	1.28	1.19	1.22	1.23	1.17	1.17	1.20	1.19	1.30	1.37	1.29	.91
53	General merchandise group stores	2.86	2.65	2.40	2.43	2.40	2.27	2.25	2.37	2.30	2.61	2.76	2.27	1.24
531	Dept. stores (excl. leased depts.)	2.99	2.77	2.49	2.46	2.43	2.34	2.31	2.43	2.35	2.67	2.83	2.29	1.25
54	Food group stores83	.84	.79	.79	.80	.76	.77	.76	.76	.80	.84	.84	.75
56	Apparel & accessory stores	3.21	2.97	2.59	2.79	2.73	2.66	2.63	2.86	2.59	2.79	3.06	2.54	1.40
	Adjusted¹													
	Retail trade, total	1.53	1.50	1.48	1.54	1.56	1.54	1.53	1.53	1.54	1.54	1.56	1.55	1.52
	Total (excl. automotive group) . . .	1.45	1.43	1.43	1.45	1.46	1.45	1.45	1.45	1.47	1.46	1.48	1.47	1.44
	Durable goods, total	2.00	1.94	1.90	2.04	2.08	2.05	2.02	2.01	2.00	2.04	2.05	2.03	1.98
	Building materials group stores	2.04	2.02	2.05	1.93	2.00	2.00	1.99	1.99	2.03	2.05	2.03	2.00	1.98
52	Automotive dealers	1.78	1.69	1.64	1.85	1.88	1.85	1.80	1.79	1.75	1.79	1.82	1.81	1.77
55 ex	Furniture group stores	2.18	2.20	2.15	2.18	2.22	2.18	2.19	2.20	2.19	2.20	2.22	2.22	2.14
554														
57														
	Nondurable goods, total	1.21	1.19	1.19	1.22	1.21	1.21	1.21	1.21	1.22	1.21	1.23	1.22	1.21
53	General merchandise group stores	2.32	2.24	2.27	2.28	2.26	2.26	2.26	2.26	2.30	2.27	2.33	2.34	2.33
531	Dept. stores (excl. leased depts.)	2.37	2.30	2.36	2.31	2.30	2.30	2.31	2.30	2.35	2.32	2.40	2.39	2.38
54	Food group stores79	.80	.79	.79	.79	.79	.79	.80	.80	.80	.80	.80	.80
56	Apparel & accessory stores	2.53	2.42	2.49	2.63	2.73	2.66	2.62	2.62	2.66	2.58	2.66	2.58	2.53

^PPreliminary estimates¹Data are adjusted for seasonal variations, but not for price changes.

Table 12. **Estimated End-of-Month Retail Inventories by Kinds of Business: 1995**

[Data in millions of dollars]

SIC code	Kind of business	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
	Adjusted¹												
	Retail Inventories, total	294,349	295,501	297,392	299,407	300,376	300,516	299,041	302,700	303,299	306,224	307,265	302,879
	Total (excl. automotive group)	212,632	212,798	213,006	213,973	214,865	215,549	215,291	218,374	218,785	219,836	220,271	216,760
	Durable goods, total	153,400	154,155	156,147	158,360	158,454	158,057	156,810	159,326	160,195	162,165	163,243	160,363
	Building materials group stores	20,454	20,034	20,297	20,583	20,441	20,458	20,575	20,880	21,261	21,337	21,224	21,025
52	Automotive dealers	81,717	82,703	84,386	85,434	85,511	84,967	83,750	84,326	84,514	86,388	86,994	86,119
55 ex	Furniture group stores	22,308	22,555	22,727	22,998	23,111	23,417	23,460	24,183	24,446	24,668	25,037	24,051
554													
57													
	Nondurable goods, total	140,949	141,346	141,245	141,047	141,922	142,459	142,231	143,374	143,104	144,059	144,022	142,516
53	General merchandise group stores	55,563	56,263	55,806	55,486	56,008	56,656	56,602	56,930	56,888	57,361	57,819	57,599
531	Dept. stores (excl. leased depts.)	43,791	44,362	43,848	43,686	44,212	44,875	44,855	45,177	45,325	45,864	46,211	46,067
54	Food group stores	26,889	26,924	26,846	26,851	26,849	26,954	27,190	27,449	27,463	27,467	27,540	27,703
56	Apparel & accessory stores	24,170	24,147	24,365	24,435	24,451	24,185	23,889	23,982	23,882	24,134	23,906	23,203

¹Data are adjusted for seasonal variations, but not for price changes. Each month, new factors are developed using the latest estimates and applied to the unadjusted Preliminary and Final (the month before the Preliminary estimate) estimates and to the estimates of the previous year that correspond to the Preliminary month. (See appendix C.)

Note: Totals include data for kinds of business not shown.

Table 13. **Inventories/Sales Ratios by Kinds of Business: 1995**

SIC code	Kind of business	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
	Adjusted¹												
	Retail trade, total	1.52	1.55	1.54	1.56	1.54	1.53	1.53	1.54	1.54	1.56	1.55	1.52
	Total (excl. automotive group)	1.44	1.46	1.45	1.46	1.45	1.45	1.45	1.47	1.46	1.48	1.47	1.44
	Durable goods, total	2.00	2.04	2.04	2.08	2.05	2.02	2.01	2.00	2.04	2.05	2.03	1.98
	Building materials group stores	1.95	1.92	1.93	2.00	2.00	1.99	1.99	2.03	2.05	2.03	2.00	1.98
52	Automotive dealers	1.80	1.84	1.85	1.88	1.85	1.80	1.79	1.75	1.79	1.82	1.81	1.77
55 ex	Furniture group stores	2.10	2.15	2.18	2.22	2.18	2.19	2.20	2.19	2.20	2.22	2.22	2.14
554													
57													
	Nondurable goods, total	1.21	1.22	1.22	1.21	1.21	1.21	1.21	1.22	1.21	1.23	1.22	1.21
53	General merchandise group stores	2.25	2.33	2.28	2.26	2.26	2.26	2.26	2.30	2.27	2.33	2.34	2.33
531	Dept. stores (excl. leased depts.)	2.30	2.36	2.31	2.30	2.30	2.31	2.30	2.35	2.32	2.40	2.39	2.38
54	Food group stores	0.78	0.79	0.79	0.79	0.79	0.79	0.80	0.80	0.80	0.80	0.80	0.80
56	Apparel & accessory stores	2.60	2.67	2.63	2.73	2.66	2.62	2.62	2.66	2.58	2.66	2.58	2.53

¹Data are adjusted for seasonal variations, but not for price changes.

Appendix A.

Explanatory Material

INTRODUCTION

The Monthly Retail Trade report is produced by the Bureau of the Census to provide (1) estimates of sales of retail stores by kind of business for the United States and geographic areas—regions, divisions, selected States, metropolitan areas, and cities (2) national estimates of end-of-month inventories of retail establishments by kind of business. The retail sales and inventories estimates in this report are developed from samples representing all sizes of firms and kinds of business in retail trade throughout the nation. The samples have been designed so that estimates can be evaluated in terms of their sampling variability. Effective with the August 1993 report, a benchmarking operation, described below, accounted for the sales and inventories estimates for the new employers and nonemployers formerly represented by an area sample.

DESCRIPTION OF SALES AND INVENTORIES SAMPLES

Sales Sample

Monthly retail sales estimates are based on a probability sample selected from the retail employers (Standard Industrial Classification (SIC) 52-59) contained in the Census Bureau's Standard Statistical Establishment List (SSEL). The SSEL includes employers who make social security payments for their employees under the Federal Insurance Contributions Act (FICA).

The list sample originally was drawn from the SSEL as updated to December 31, 1989. The initial SSEL consisted of two lists. The first list was made up of all employer identification (EI) numbers (assigned in connection with FICA) with reported payroll in at least one quarter of 1989. The second list consisted of all establishments of known multiestablishment companies as of December 31, 1989. These lists contained information on sales/receipts, payroll, employment, name and address, kind-of-business classification, etc. Before the sampling frame was available, a study was made of the universe of retail businesses using files from the 1987 Census of Retail Trade. This study determined the stratification of the sampling units based on 1987 sales and kind of business, and also determined the optimal allocation of the sample necessary to meet specified sampling variability objectives for sales

estimates for different kind-of-business groups. The primary stratum boundary determined in the study was the certainty cutoff to be used for each kind of business. The cutoff, which ranged from annual sales of \$2.5 million to annual sales of \$100 million, was particularly important since it also determined the type of sampling unit.

Sampling units for the list sample consisted of both companies and EI's. For an EI to be eligible for the initial list sample, the EI had to be active, (i.e., had payroll in 1989 and was on the latest available Internal Revenue Service (IRS) mailing list for FICA taxpayers). If a known company had total retail sales (on a 1987 basis) above the cutoff for its major kind of business, the company was selected for the sample with certainty (i.e., probability = 1.0). The company, which might consist of two or more EI's, was then the sampling unit; therefore, any new retail establishments that the company might acquire, even if under new or different EI's, were in the sample with certainty. Single-establishment companies, whether or not selected with certainty, were considered as EI sampling units.

All retail companies not selected with certainty were treated on an EI basis; that is, the EI was the sampling unit. The EI's were stratified according to their major kind of business and their estimated sales (on a 1987 basis). Within each stratum, a simple random sample of EI's was selected. The sampling rates for these EI's varied between 1 in 3 and 1 in 1,000.

For all EI 'births' after the initial selection, a two-phase selection procedure was used. EI births are new EI numbers recently assigned by the Internal Revenue Service (IRS), with a kind-of-business classification assigned by the Social Security Administration (SSA), and currently on the IRS mailing list for FICA taxpayers. In the first phase, births were stratified by kind of business and size (expected employment or quarterly payroll). A relatively large sample was drawn and canvassed for a more reliable measure of size (sales/receipts in 2 recent months) and a more detailed kind-of-business code, if needed.

Using this more reliable information, the births selected in the first phase were subjected to probability-proportional-to-size sampling with overall probabilities equivalent to those used in drawing the initial sample from the 1989 SSEL. Because of the lag in reporting births to the IRS and the SSA and the time needed to accomplish the two-phase birth-selection procedure carried out quarterly, births were actually added to the list sample approximately 9 months after they began operation. During this 9 month period, the reports from the existing list sample retailers accounted for

the period-to-period changes, while benchmarking adjusted the levels to be consistent with the prior annual survey.

To be eligible for list sample canvass and tabulation in a given month, a retail noncertainty business must meet both of the following requirements:

1. It must be on the latest available IRS mailing list for the FICA taxpayers.
2. It must have been selected from either the SSEL or the file of employer births. For this purpose, a universe file of all retail businesses ever given a chance for selection is maintained. This file shows, among other things, which EI numbers actually have been selected.

For businesses selected into the sample with certainty, the first requirement is changed. These certainty sampling units are not dropped from canvass and tabulation if they are no longer on the IRS mailing list. Rather, these businesses are contacted, and if there are successor businesses, they are added to the survey. This is a tighter form of control used for these larger businesses.

The list sample is updated quarterly to account for business births and deaths and represents approximately 96 percent of retail sales. Canvass of this component is primarily by mail. Recent EI births and nonemployers, not accounted for by the list sample, represent the balance of retail sales. The benchmarking procedure adds this component to the list sample estimates to yield the total retail estimates.

Inventory Sample

The list sample portion of the inventory sample is a subsample of the EI's and companies included in the monthly retail sales survey. Benchmarking also accounted for the inventories of recent EI births and nonemployers.

Studies similar to those performed for the sales sample were conducted prior to selecting the inventory sample. Those studies determined the stratification (based on sales from the 1987 Census of Retail Trade), allocation (based on inventory from the 1987 Annual Retail Trade Survey), and certainty cutoffs required to meet desired inventory sampling variability constraints for various kind-of-business groups.

The initial inventory list sample was selected from the initial sales list sample by first stratifying EI's and companies by kind-of-business groups and estimated sales (on a 1987 basis). To meet reliability constraints, the required number of cases in each size stratum were then selected on a probability-proportional-to-size basis. Some companies and EI's because of their relatively large impact on the inventory estimates, were selected with certainty in order to reduce the sampling variability associated with the estimates.

After the initial inventory sample selection, all births selected into the sales sample were subjected to probability-proportional-to-size sampling with overall probabilities equivalent to those used in drawing the initial inventory sample.

BENCHMARKING

Retail sales in this report reflect the results of a benchmarking operation that developed revised monthly sales estimates for the period January 1987 through December 1992. The benchmarking process equated the 12-month sum of the estimates for each of the years 1987 through 1991 to the annual sales estimate derived from the 1987 census of Retail Trade and the Annual Retail Trade Surveys. The benchmarking process also minimized the differences between the month-to-month trends of the estimates from the original and the revised series. We derived the original series estimates by using the composite estimation procedures described below under *estimation procedures*.

We revised the end-of-month inventory estimates for the period January 1988 through December 1992. The benchmarking process equated the 1988 through 1991 December estimates to the end-of-year inventory estimates derived from the Annual Retail Trade Surveys. The process also minimized changes to the month-to-month trends of the original inventory series. We derived the original inventory estimates using the composite estimation procedures.

We derived carry-forward factors for sales and inventories by dividing the revised December 1991 estimates by the original composite estimates for December 1991. Through the use of these carry-forward factors, the effects of the revision process were applied to composite sales and inventory estimates subsequent to December 1991. These factors were derived at the most detailed kind-of-business levels. Aggregate level estimates were derived by summing appropriate detail level estimates, thereby assuring additivity.

For Group II sales estimates, ratios of the revised to previous published sales estimates for all stores in each kind of business were developed for the period January 1987 through December 1991. All benchmarked estimates subsequent to December 1991 were derived by multiplying the composite Group II estimates by carry-forward factors.

For geographic areas, ratios of the revised-to-original composite sales estimates for all stores in each kind of business were developed for each month subsequent to January 1987. These ratios were multiplied by the composite geographic area sales estimates to derive benchmarked levels of sales for those series.

Starting with the July 1993 final and August 1993 preliminary estimates, the carry-forward factors were adjusted to include a component representing EI birth employers and nonemployers. This adjustment was approximately 4 percent of the total retail sales estimate, although it varies by kind of business.

Relationship of Group I and II Components of Sample

The Group II component consists of companies that had 11 or more retail establishments as of December 31, 1989, and qualified for certainty selection. To qualify for certainty,

total annual sales of these companies (on a 1989 basis) had to exceed specified dollar volume cutoffs, that varied by kind of business. The certainty cutoff ranged from annual sales of \$2.5 million to annual sales of \$100 million. The Group I component consists of all other retail establishments.

Although separate tabulations are made for the Group I and Group II components of the list sample, only the data developed for the Group II component are published separately (table 3). Group I estimates are included in the "retail trade" figures shown in this report.

ESTIMATION PROCEDURES

Rotating sample panels are used for the sales and inventory samples (except for very large retail businesses which are selected with certainty and canvassed each month). For sampling units in the rotating panels, 2 months of data are obtained at each enumeration. For example, February list sample rotating panel cases report data for February (the current month) and January (the previous month). In the following month, different rotating panels (the March panels) report figures for March and February. Three list sample panels are used. This permits the use of a composite estimation procedure that provides estimates more reliable than those that would be obtained from a completely fixed sample of about twice the size and also reduces the reporting burden for selected businesses.

The first estimate issued each month, based on the full sample, is called the preliminary estimate. The preliminary composite estimate for the current month at each three-digit SIC level for sales and at each major kind-of-business grouping for inventory is a weighted average of two estimates: (1) the current month unbiased estimate (weight 0.25) and (2) a ratio estimate (weight 0.75) obtained by multiplying the current-to-previous month ratios developed from the current month report forms by the preliminary composite estimate for the previous month.

A final estimate is developed 1 month later using information available from the following month's enumeration. The final composite estimate for individual kind-of-business levels is also a weighted average of two estimates - the preliminary composite estimate for a given month (weight 0.8) and the unbiased estimate (weight 0.2) for the same month as obtained from the next month's reporting panel. The aggregate level estimates are obtained by adding the individual kind-of-business components.

The preliminary composite estimates provide a measure of the dollar volume level that is considerably more reliable than the unbiased estimates, and the final composite estimates are generally more reliable than the preliminary composite estimates. The most reliable indication of month-to-month trend is the ratio of the current month's preliminary composite estimate divided by the previous month's final composite estimate. This is true because the numerator and denominator of this ratio are more highly correlated

than would be the case if the numerator and denominator were two preliminary or two final estimates. The preliminary-final ratio, therefore, has less sampling variability than one based on two preliminary or two final estimates.

Another advantage gained by using the rotating panel system is that the very large non-certainty cases in each enumeration are identified and recanvassed in the following month or months. This makes it possible to reduce their weights without biasing the results and thus lessen their influence on the estimates. This increases the reliability of the estimates, particularly the measure of month-to-month change.

Percent Change

Month-to-month and year-to-year comparisons for sales and inventory shown in this report are based on the total dollar volume of receipts or value of inventory for each of the periods being compared. These trends thus include the effect of stores starting operation or ceasing operation and are not limited to "identical stores," i.e., those in operation in both of the periods being compared.

The percent changes shown in table 2 for sales for kinds of business not marked with an asterisk are derived directly from the dollar volume estimates in table 1. The sampling variability of dollar estimates for those kinds of business with an asterisk is relatively large. Therefore, such estimates are not published in table 1 for sales. However, the sampling variability of the percent changes derived from such estimates are relatively small and are, therefore, published in table 2 for sales.

Unpublished Data

Selected additional data, such as dollar volume estimates for some kinds of business not separately shown in this report, are produced as a byproduct of the regularly published statistics. These additional data have not been included in this publication because of high imputation or sampling variability (relative to the changes from month to month or between other periods), so as to make them potentially misleading. For a fee, the Bureau of the Census will release such figures for individual use, though not for publication. Selected additional data providing greater detail by geographic area and by kind of business are also available for a fee. It should be noted that some unpublished figures can be derived directly from this report by subtracting published data from their respective totals. However, the figures obtained by such subtraction would be subject to the high imputation rates or high sampling variability described previously for unpublished kinds of business.

DEFINITION OF TERMS

Sales. Sales include the following: merchandise sold for cash or credit at retail and wholesale by establishments primarily engaged in retail trade; amounts received from

customers for layaway purchases; receipts from rental or leasing of vehicles, equipment, instruments, tools, etc; receipts for delivery, installation, maintenance, repair, alteration, storage, and other services; and receipts from gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer. Sales are net after deductions for refunds and allowances for merchandise returned by customers. Trade-in allowances and manufacturers' rebates are not deducted from total sales, however, rebates offered by the retailer are deducted. Total sales do not include commissions from vending machine operators or nonoperating income from such sources as investments and rental or sales of real estate.

Sales exclude sales and excise taxes collected directly from customers and paid directly to a local, State, or Federal tax agency. Also excluded are receipts from customers for carrying or other credit charges.

The sales figures represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include sales at retail by manufacturers, wholesalers, service establishments, and others whose primary activity is other than retail trade.

Inventories. Inventories represent stocks of merchandise, valued at cost, on hand for sale by retail establishments at the end of the month. Methods of valuation may vary according to the accounting practices of the firms. However, the estimates provided are on a non-LIFO basis. Inventories are shown for retail stores and warehouses combined. Only those warehouses which maintain supplies of merchandise primarily intended for distribution to retail stores within the organization are included. Inventories exclude the value of fixtures, furnishings, equipment, and supplies used in store and warehouse operations and not held for resale.

Inventories-Sales Ratios. The inventories-sales ratios indicate the relationship of end-of-month inventories to sales during the month. The ratios shown are derived by dividing the inventories estimates by the corresponding sales estimates. No adjustment is made in these ratios for the markup in sales which may vary from one kind of business to another.

Kind-of-Business Classifications. Retail trade, defined as major groups 52 through 59 of the SIC Manual, includes establishments engaged in selling merchandise for personal or household consumption and rendering services

incidental to the sale of the goods. Exceptions to this general rule are made necessary by trade practices. For example, lumber yards and paint, glass, and wallpaper stores are included in retail trade if they sell to the general public, even if a higher proportion of their sales is made to contractors. Also, establishments engaged in selling products such as typewriters, stationery, or gasoline to the general public are classified in retail trade, even though such products may not be used for personal or household consumption. However, even within these areas of exception to the general rule, establishments that sell exclusively to business establishments, institutional and industrial users, or contractors are classified in wholesale trade.

Additional characteristics of retail trade establishments are that they usually operate at fixed places of business; they are engaged in activities to attract the general public to buy; they buy or receive merchandise as well as sell; they may process their products, but such processing is incidental or subordinate to selling; and they are considered as retail in the trade. Not all of these characteristics need be present, and some are modified by trade practice.

Kind-of-business classifications are not interchangeable with commodity classifications. Most businesses sell several kinds of commodities. The kind-of-business code assigned generally reflects the individual commodity, the commodity group which is the primary source of the establishment's receipts, or some mixture of commodities which characterizes the establishment's business. Classification of establishments by kind of business generally does not make it possible to determine either the number of establishments handling a particular commodity or the sales of that commodity. For example, the food group classification excludes stores selling food if the sale of food is not the primary source of receipts; moreover, even though stores are classified as food stores, some of their receipts may be derived from the sales of nonfood products.

GAF. GAF includes the following: General merchandise group stores (SIC 53); apparel and accessory stores (SIC 56); furniture, home furnishings, and equipment stores (SIC 57); and miscellaneous shopping goods stores (SIC 594). GAF represents stores which specialize in department store types of merchandise.

A description of each kind of business included in the accompanying statistical data is shown in appendix E.

Appendix B.

Reliability of Data

An estimate based on a sample survey will differ from the population value because of sampling variability and nonsampling error. Sampling variability occurs because observations are made only on a sample, not on the entire population. Nonsampling errors can be attributed to many sources in the reporting, collection and processing of data. The accuracy of a survey result is determined by the joint effects of sampling variability and nonsampling errors.

Measures of Sampling Variability

The particular sample used in these surveys is one of a large number of all possible samples of the same size that could have been selected using the same design. Estimates derived from the different samples would differ from each other. The average of these estimates would be close to the estimate derived from a complete enumeration of the population. This assumes that a complete enumeration has the same nonsampling error as the sample survey. For sales and inventories, the average of the estimates differs from a complete census because of the composite estimation technique. Disregarding this difference, the standard error of the estimate is a measure of the variability among the estimates from all possible samples of the same size and design and, thus is a measure of the precision with which an estimate from a particular sample approximates the results of a complete enumeration.

The coefficient of variation (expressed as a percent) is the standard error of the estimate times 100 divided by the value being estimated. Note that the coefficients of variation are estimates derived from the sample and are also subject to sampling variability. Tables B-1 through B-4 give the estimates of coefficients of variation in percent for recent monthly dollar-volume sales and inventory estimates prepared by the Bureau of the Census and shown in this report.

The coefficients of variation presented in the tables permit certain confidence statements about the sample estimates. As noted before, the particular sample used in this survey is one of a large number of samples of the same size that could have been selected using the same design. In about 2 out of 3 (67 percent) of these samples, the estimate would differ from a complete enumeration by less than the corresponding percent for that estimate shown in the sampling variability tables. In about 9 out of 10 (90 percent) of these samples, the estimates would differ from the results of a complete enumeration by less than 1.65 times the percentage shown. In about 19 out of 20 (95

percent) of these samples, the estimates would differ from the results of a complete enumeration by less than twice the percentage shown.

To illustrate the computations involved in the above confidence statements, as related to dollar volume sales estimates, assume that an estimate of sales published in table 1 is \$10,750 million for a particular month and that the median coefficient of variation for this estimate, as given in table B-1, is 1.8 percent, or 0.018. Multiplying \$10,750 million by 0.018 yields 194 million. Therefore, a 67-percent confidence interval is \$10,556 million to \$10,944 million (\$10,750 million plus or minus \$194 million). If corresponding confidence intervals were constructed for all possible samples of the same size and design, approximately 2 out of 3 (67 percent) of these intervals would contain the figure obtained from a complete enumeration. Typical practice is to construct 90- or 95-percent confidence intervals. Continuing with the illustration, a 90-percent confidence interval using $1.65 \times 0.018 \times 10,750$ million to yield 320 million). A 95-percent confidence interval is \$10,362 million to \$11,138 million (\$10,750 million plus or minus \$388 million).

All comparisons appearing on the front page of this publication and for which measures of sampling variability are available are accompanied by an indication of the 90-percent confidence interval. Thus, a statement such as "+ .8 (+ or - 1.3)" indicates a 90-percent confidence interval from -0.5 to + 2.1. If the confidence interval contains zero, it is uncertain whether there is an increase or decrease.

Nonsampling Errors

As calculated for this report, the coefficient of variation measures certain nonsampling errors but does not measure any systematic biases in the data. Bias is the difference, averaged over all possible samples of the same size and design, between the estimates and the true value being estimated. Nonsampling errors can be attributed to many sources: (1) inability to obtain information about all cases in the sample, (2) response errors, (3) definitional difficulties, (4) differences in the interpretation of questions, (5) mistakes in recording or coding the data obtained, and (6) other errors of collection, response, coverage, and estimation of missing data. These non-sampling errors also occur in complete censuses. Although no direct measures of the biases have been obtained, precautionary steps were taken in all phases of the collection, processing, and

tabulation of the data in an effort to minimize their influence. Coverage error has an effect on the accuracy of estimates for this survey to the extent that the administrative records system, which forms the basis of our survey universe frame, does not contain all legal businesses.

A major source of bias in the published estimates is due to imputing data for nonrespondents, for late reporters, and for data which fail edit. For all kinds of business combined, imputed sales amount to about 23 percent of the national sales estimates.

Table B-1. Estimated Coefficients of Variation in Percent for Retail Sales by Kinds of Business

[Based on sales estimates not adjusted for seasonal variations, holiday, or trading-day differences]

SIC code	Kind of business	Preliminary estimates		Final estimates		Ratio of two consecutive months ¹		Ratio to same month a year ago ²
		Range	Median	Range	Median	Range	Median	Median
	Retail sales, total	0.8-1.0	0.9	0.8-0.9	0.8	0.2-0.4	0.3	0.4
	Total (excl. automotive group)	0.8-0.9	0.8	0.7-0.9	0.8	0.1-0.4	0.1	0.4
	Durable goods, total	1.3-1.8	1.4	1.2-1.4	1.3	0.6-0.8	0.7	0.8
52	Building materials group stores	2.8-3.2	3.0	2.6-3.2	2.9	0.9-1.4	0.9	1.8
521,3,5	Building materials, supply stores, hardware	2.7-3.6	3.2	2.7-3.5	3.1	0.5-1.3	0.8	1.7
521,3	Building materials, supply stores	2.5-3.7	3.1	2.6-3.5	3.0	0.6-1.5	0.9	1.8
523	Paint, glass, wallpaper stores*	4.5-6.6	5.7	4.6-5.9	5.0	1.1-4.2	1.5	3.1
525	Hardware stores	4.9-6.5	5.5	4.8-5.8	5.1	1.1-2.1	1.3	2.6
55 ex								
554	Automotive dealers	1.7-2.4	2.0	1.5-2.1	1.9	0.8-1.0	0.9	1.4
551,2,5 6,7,9	Motor vehicle and miscellaneous automobile dealers	1.9-2.4	2.2	1.6-2.2	2.0	0.9-1.1	1.0	1.4
551,2	Motor vehicle dealers	1.9-2.4	2.1	1.7-2.2	1.9	0.9-1.2	1.1	1.5
551	Motor vehicle dealers, (franch.)	1.8-2.2	2.1	1.7-2.0	1.9	0.8-1.1	1.0	1.4
553	Auto & home supply stores	2.8-3.8	3.2	2.3-3.6	3.1	0.6-1.7	1.1	2.0
57	Furniture group stores	1.6-2.0	1.8	1.6-1.9	1.8	0.5-1.2	0.6	1.1
571	Furniture & home furn. stores	3.3-4.6	3.6	3.2-4.2	3.6	0.9-2.8	1.0	1.8
5712	Furniture stores	3.4-4.6	3.7	3.3-4.2	3.7	0.6-1.8	1.1	2.0
5713	Floor covering stores	7.4-10.3	8.0	6.5-9.7	7.3	1.4-4.6	3.1	4.5
5722,31,34	Household appliance, radio, TV and computer stores	1.4-1.8	1.7	1.3-1.8	1.5	0.4-0.9	0.6	1.4
5722	Household appliance stores	3.1-5.9	3.9	3.4-5.7	4.5	1.1-2.2	1.9	3.2
5731,34	Radio, TV and computer stores	1.5-2.0	1.7	1.4-1.8	1.6	0.3-0.9	0.7	1.4
5735,36	Music stores*	6.9-10.9	8.4	7.3-9.9	8.2	1.1-2.5	1.5	4.0
5941	Sporting goods stores and bicycle shops	4.3-5.3	4.6	3.8-5.0	4.1	1.5-2.8	1.9	3.4
5942	Book stores	2.4-7.5	5.8	2.2-6.3	5.1	1.6-5.5	3.6	3.4
5944	Jewelry stores	5.0-6.3	6.2	4.8-6.4	5.7	1.4-4.5	2.4	3.1
5946	Camera, photographic supply stores*	6.0-9.0	6.7	6.0-8.4	6.7	1.3-4.4	1.8	2.8
5999 pt.	Optical goods stores*	3.1-4.1	3.8	3.2-4.6	3.7	0.9-2.2	1.4	3.0
	Nondurable goods, total	0.8-1.2	1.0	0.9-1.1	0.9	0.1-0.5	0.2	0.4
53	General merchandise group stores	0.1-0.2	0.2	0.1-0.2	0.2	0.0-0.1	0.1	0.1
531	Dept. stores (excl. leased depts.)	0.0-0.0	0.0	0.0-0.0	0.0	0.0-0.0	0.0	0.0
531	Dept. stores (incl. leased depts.) ³	0.0-0.0	0.0	0.0-0.0	0.0	0.0-0.0	0.0	0.0
531 pt.	Conventional department stores (including, leased depts.)	0.0-0.0	0.0	0.0-0.0	0.0	0.0-0.0	0.0	0.0
531 pt.	Discount department stores (including, leased depts.)	0.0-0.0	0.0	0.0-0.0	0.0	0.0-0.0	0.0	0.0
531 pt.	National chain department stores (including, leased depts.)	0.0-0.0	0.0	0.0-0.0	0.0	0.0-0.0	0.0	0.0
533	Variety stores	1.6-3.1	2.6	2.0-2.7	2.4	0.5-1.7	0.8	1.2
539	Miscellaneous general merchandise stores	0.6-1.0	0.7	0.6-0.9	0.7	0.1-0.6	0.3	0.5
54	Food group stores	1.0-1.3	1.2	1.0-1.2	1.1	0.1-0.3	0.2	0.5
541	Grocery stores	1.1-1.3	1.2	1.0-1.2	1.1	0.1-0.3	0.2	0.5
542	Meat, fish (seafood) markets	9.0-10.1	9.6	8.9-9.9	9.6	1.1-5.4	2.3	5.6
543	Fruit stores & vegetable markets*	10.6-13.0	11.4	9.9-12.1	10.8	1.6-7.6	4.1	5.9
544	Candy, nut, confectionery stores*	8.4-12.2	11.4	7.9-12.7	11.3	1.3-6.9	5.0	4.3
546	Retail bakeries	9.0-11.2	9.7	9.0-10.4	9.7	1.2-4.5	2.6	5.6
554	Gasoline service stations	2.2-2.4	2.3	2.1-2.4	2.3	0.2-0.4	0.3	0.9
56	Apparel & accessory stores	1.2-1.6	1.4	1.2-1.6	1.4	0.3-0.7	0.4	0.9
561	Men's & boys clothing, furnishings	1.9-2.7	2.3	1.8-2.6	2.3	0.8-1.5	1.2	2.3
562,3	Women's clothing specialty stores	3.5-4.6	4.0	3.4-4.7	4.1	0.6-1.2	0.9	2.1
562	Women's ready to wear stores	4.0-5.2	4.5	3.9-5.2	4.6	0.7-1.3	1.0	2.2
565	Family clothing stores	1.3-2.2	1.7	1.4-2.0	1.6	0.3-1.4	0.5	1.2
566	Shoe stores	2.5-3.6	3.2	2.4-3.8	2.6	0.5-1.5	0.6	1.1
58	Eating and drinking places	4.6-5.1	4.8	4.6-4.9	4.7	0.3-0.8	0.6	1.6
5812	Eating places	4.9-5.4	5.1	4.8-5.2	5.0	0.4-0.9	0.6	1.7
5812 pt.	Restaurants, lunchrooms, cafeterias	8.2-9.0	8.8	7.8-9.0	8.7	0.5-1.2	0.8	2.4
5812 pt.	Refreshment places	3.7-4.6	4.1	3.3-4.5	4.0	0.6-1.1	0.7	2.4
5813	Drinking places (alcoholic bev)	2.9-4.3	3.9	3.0-4.2	3.8	0.8-1.0	0.9	3.0
591	Drug & proprietary stores	1.2-1.7	1.4	1.3-1.6	1.4	0.2-0.8	0.3	0.9
592	Liquor stores	2.4-3.5	2.8	2.3-3.1	2.7	0.6-2.2	0.8	1.8
5943	Stationery stores*	7.7-11.2	9.5	8.4-11.2	9.6	1.3-5.6	3.4	7.4
596	Nonstore retailers ⁴	5.6-10.9	5.9	4.7-7.5	5.3	1.2-8.2	2.1	2.8
5961	Total mail order ⁵	8.8-16.5	9.7	8.0-10.9	8.8	1.4-11.6	2.6	3.5
598	Fuel dealers	6.0-7.1	6.7	6.2-7.2	6.5	0.7-2.2	1.0	3.1
5992	Florist shops*	10.1-16.2	11.3	10.3-13.2	10.7	2.2-7.5	5.9	6.6
53,56,								
57,594	GAF, total⁶	0.6-0.8	0.7	0.6-0.8	0.7	0.2-0.6	0.2	0.3
594	Miscellaneous shopping goods stores	2.6-3.0	2.9	2.4-2.9	2.6	0.7-2.7	1.1	1.5

*See appendix A, Percent Change.

¹The ratio of the preliminary estimate for the current month over the final estimate for the previous month.²The ratio of the preliminary estimate to the final estimate for the same month one year ago.³Includes data for leased departments operated within department stores. Data for this line not included in broader kind-of-business total.⁴Includes establishments primarily selling merchandise through coin-operated vending machines, by house-to-house canvass or from mail-order.⁵The sales estimates for "total mail order", SIC 5961, are the sums of the "mail-order houses (department store merchandise)" and the "other mail-order," formerly published in the *Monthly Retail Trade Report*.⁶GAF represents stores which specialize in department store types of merchandise (see appendix A).

Note: The ranges and medians of the coefficients of variation shown above for the preliminary and final estimates and the ratio of change in sales are based on sales estimates for the six most recent data months.

Table B-2. **Estimated Coefficients of Variation in Percent for Retail Sales by Kinds of Business for Regions**

[Based on sales estimates not adjusted for seasonal variations, holiday, or trading-day differences]

SIC code	Kind of business	Dollar volume sales estimates				Ratio of 2 consecutive months ¹				Ratio to same month a year ago ²			
		Northeast	Midwest	South	West	Northeast	Midwest	South	West	Northeast	Midwest	South	West
	Retail sales, total	1.6	2.6	1.2	2.3	0.7	0.5	0.5	0.7	1.4	1.2	1.0	1.2
	Durable goods, total	3.6	2.8	2.4	3.8	1.5	1.3	1.2	1.4	2.5	1.5	1.8	2.2
52	Building materials, hardware, garden supply & mobile home dealers	9.8	5.5	6.3	14.3	3.0	2.1	1.4	2.1	6.3	5.4	2.8	4.6
55 ex 554	Automotive dealers	6.3	4.2	3.4	4.7	2.0	1.6	1.7	2.0	4.2	2.0	2.4	3.7
57	Furniture, home furnishings & equipment stores	4.1	4.8	5.8	6.1	1.7	1.3	1.3	1.6	2.7	2.0	2.9	2.8
	Nondurable goods, total	1.9	3.1	1.4	3.0	0.5	0.5	0.3	0.4	2.0	1.7	0.9	1.2
53	General merchandise group stores	1.4	0.6	0.8	0.8	0.3	0.2	0.3	0.2	0.5	0.3	0.3	0.4
531	Dept. stores (excl. leased depts.)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
531	Dept. stores (incl. leased depts.) ³	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
54	Food stores	3.7	4.2	2.2	4.0	0.5	0.6	0.4	0.5	2.6	1.8	1.5	1.7
541	Grocery stores	4.1	4.5	2.2	4.1	0.6	0.4	0.4	0.4	2.8	1.9	1.5	1.8
554	Gasoline service stations	6.2	3.7	3.7	5.8	0.7	0.6	0.5	0.8	2.6	1.9	1.3	2.6
56	Apparel & accessory stores	3.6	3.1	3.4	4.6	1.0	1.1	1.0	1.0	2.3	2.6	1.7	2.1
58	Eating and drinking places	7.8	11.9	5.4	13.2	1.7	1.2	0.9	0.9	7.8	11.9	5.4	13.2
591	Drug & proprietary stores	10.4	20.2	10.6	6.6	1.1	0.8	1.0	1.0	4.0	18.9	4.9	2.1
53,56, 57,594	GAF ⁴	1.7	1.6	1.5	2.1	0.7	0.6	0.5	0.6	0.9	0.8	0.8	1.1

¹The ratio of the preliminary estimate for the current month to the final estimate for the previous month.²The ratio of the preliminary estimate to the final estimate for the same month one year ago.³Includes data for leased departments operated within department stores. Data for this line not included in broader kind-of-business total.⁴GAF represents stores which specialize in department store types of merchandise (see appendix A).

Note: The median coefficients of variation are based on sales estimates for the the six most recent data months.

Table B-3. Estimated Coefficients of Variation in Percent for Retail Sales by Kinds of Business for Geographic Divisions

[Based on sales estimates not adjusted for seasonal variations, holiday, or trading-day differences]

SIC code	Kind of business	New England	Middle Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific
Dollar Volume Sales Estimates										
Retail sales, total										
		4.1	1.9	3.0	4.0	1.7	3.1	2.2	5.4	1.9
Durable goods, total										
		7.4	4.3	3.7	6.2	3.4	6.2	4.3	6.5	4.1
55 ex 554	Automotive dealers	13.1	6.7	4.7	9.7	4.8	9.4	6.1	9.6	5.1
57	Furniture, home furnishings & equipment stores	9.4	4.4	6.0	9.1	7.2	12.0	9.0	11.5	6.2
Nondurable goods, total										
		4.0	2.1	3.9	4.0	1.9	3.5	3.0	8.1	1.9
53	General merchandise group stores	1.9	1.9	0.7	1.4	0.9	3.5	0.9	1.5	0.9
531	Dept. stores (excl. leased depts.)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
531	Dept. stores (incl. leased depts.) ¹	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
54	Food stores	8.5	4.2	5.0	9.2	2.8	8.0	5.2	7.6	4.5
554	Gasoline service stations	11.8	5.5	4.3	7.5	4.7	9.0	6.2	8.4	7.6
56	Apparel & accessory stores	6.3	4.3	3.7	4.3	3.9	10.1	5.7	7.1	5.6
58	Eating and drinking places	10.4	9.9	16.7	13.8	7.0	12.1	11.2	35.9	5.7
591	Drug & proprietary stores	14.5	11.0	25.7	17.6	10.8	14.1	24.7	20.5	6.4
53,56, 57,594	GAF ²	3.1	2.0	1.7	2.8	2.2	3.0	2.0	3.8	2.0
Ratio of 2 Consecutive Months³										
Retail sales, total										
		1.6	0.7	0.6	1.4	0.7	1.2	0.7	1.0	0.8
Durable goods, total										
		3.2	1.6	1.4	3.3	1.5	2.4	1.6	2.3	1.8
55 ex 554	Automotive dealers	4.0	2.2	1.7	4.2	2.3	3.2	2.4	2.8	2.5
57	Furniture, home furnishings & equipment stores	3.0	2.1	1.5	1.9	1.6	3.6	2.1	3.6	1.5
Nondurable goods, total										
		1.0	0.6	0.6	0.7	0.4	0.9	0.5	0.7	0.4
53	General merchandise group stores	0.3	0.4	0.2	0.4	0.3	0.6	0.2	0.4	0.2
531	Dept. stores (excl. leased depts.)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
531	Dept. stores (incl. leased depts.) ¹	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
54	Food stores	1.0	0.7	0.6	0.8	0.5	1.1	0.7	0.6	0.5
554	Gasoline service stations	1.4	0.7	0.5	1.5	0.8	1.2	0.7	1.0	1.1
56	Apparel & accessory stores	1.9	1.3	1.2	1.4	1.0	2.4	2.2	2.1	1.0
58	Eating and drinking places	2.0	2.2	1.3	1.8	1.3	2.3	1.2	1.6	1.1
591	Drug & proprietary stores	1.7	1.3	0.9	2.1	1.4	2.2	1.6	2.2	1.2
53,56, 57,594	GAF ²	1.3	0.8	0.7	1.1	0.5	1.5	0.7	1.4	0.7
Ratio to Same Month a Year ago⁴										
Retail sales, total										
		3.3	1.3	1.7	1.7	1.5	2.4	1.9	1.9	1.3
Durable goods, total										
		4.7	2.6	2.0	3.7	2.7	4.3	3.0	3.8	2.4
55 ex 554	Automotive dealers	7.3	4.9	3.0	4.9	3.8	6.3	4.2	5.0	4.5
57	Furniture, home furnishings & equipment stores	6.6	3.5	2.7	4.1	3.4	7.2	5.5	4.5	3.5
Nondurable goods, total										
		4.0	1.7	2.5	1.8	1.0	2.7	2.4	1.9	1.4
53	General merchandise group stores	0.5	0.7	0.2	0.8	0.3	1.1	0.4	0.6	0.6
531	Dept. stores (excl. leased depts.)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
531	Dept. stores (incl. leased depts.) ¹	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
54	Food stores	7.2	1.9	2.1	3.0	1.8	4.0	2.5	2.9	2.0
554	Gasoline service stations	5.6	2.2	2.0	4.1	2.1	3.2	2.7	3.1	3.3
56	Apparel & accessory stores	4.0	2.7	2.9	3.3	1.7	3.5	4.3	4.2	2.1
58	Eating and drinking places	10.4	9.9	16.7	13.8	7.0	12.1	11.2	35.9	5.7
591	Drug & proprietary stores	8.4	5.0	23.4	4.7	7.7	5.0	4.4	4.4	2.8
53,56, 57,594	GAF ²	1.8	1.3	0.9	1.4	1.0	2.0	1.4	1.7	1.2

¹Includes data for leased departments operated within department stores. Data for this line not included in broader kind-of-business total.

²GAF represents stores which specialize in department store types of merchandise (see appendix A).

³The ratio of the preliminary estimate for the current month to the final estimate for the previous month.

⁴The ratio of the preliminary estimate to the final estimate for the same month one year ago.

Note: The median coefficients of variation are based on sales estimates for the six most recent data months.

Table B-4. Estimated Coefficients of Variation in Percent for Retail Sales by Kinds of Business for Specified Large States

[Based on sales estimates not adjusted for seasonal variations, holiday, or trading-day differences]

Area	Dollar volume sales estimates					Ratio of 2 consecutive months ¹					Ratio to same month a year ago ²				
	Total	Durable	Non-durable	Department stores	GAF ³	Total	Durable	Non-durable	Department stores	GAF ³	Total	Durable	Non-durable	Department stores	GAF ³
California	2.5	4.9	2.4	0.0	2.2	0.8	1.7	0.4	0.0	0.6	1.5	2.7	1.6	0.0	1.3
Florida	3.7	6.8	4.1	0.0	3.2	1.5	2.6	0.7	0.0	1.0	2.4	4.5	1.8	0.0	1.6
Illinois	5.8	5.8	8.3	0.0	3.3	1.2	2.7	1.3	0.0	1.1	5.6	3.6	8.1	0.0	1.8
Indiana	4.3	8.9	3.8	0.0	6.2	1.6	3.8	1.1	0.0	2.0	2.9	5.9	3.9	0.0	2.3
Louisiana	10.8	16.1	13.7	0.0	6.0	1.4	3.3	0.9	0.0	1.7	7.6	7.4	10.7	0.0	3.1
Maryland	5.1	9.7	6.6	0.0	4.6	1.6	3.2	1.2	0.0	1.1	3.5	5.9	3.9	0.0	3.6
Massachusetts	6.9	12.0	7.6	0.0	4.8	1.7	3.7	1.6	0.0	1.6	4.7	6.9	6.1	0.0	1.9
Michigan	5.0	6.6	8.3	0.0	2.7	1.2	2.6	0.8	0.0	1.0	2.3	4.0	3.2	0.0	1.3
Minnesota	7.0	12.2	6.4	0.0	5.1	3.0	5.8	0.9	0.0	1.4	3.9	6.7	4.3	0.0	3.0
Missouri	8.5	10.4	8.8	0.0	5.5	1.9	3.7	1.4	0.0	2.6	3.2	5.2	3.7	0.0	1.8
New Jersey	4.1	7.5	3.9	0.0	3.3	1.2	2.7	0.8	0.0	1.4	2.3	4.9	2.4	0.0	2.3
New York	4.2	8.1	4.3	0.0	3.2	1.1	2.5	0.9	0.0	1.2	2.1	3.7	2.5	0.0	2.2
North Carolina	6.0	12.1	4.2	0.0	6.5	1.3	3.3	1.2	0.0	1.7	3.4	6.6	3.6	0.0	3.1
Ohio	6.3	7.9	9.8	0.0	3.2	1.1	2.7	1.0	0.0	1.6	2.5	4.9	2.4	0.0	2.0
Pennsylvania	4.1	7.4	4.4	0.0	3.4	1.1	2.5	0.7	0.0	1.4	2.7	5.4	2.9	0.0	1.9
Tennessee	6.3	11.3	5.4	0.0	6.4	2.0	3.4	1.4	0.0	2.3	3.9	6.1	4.2	0.0	2.8
Texas	3.4	7.3	2.6	0.0	2.6	0.8	1.8	0.7	0.0	0.7	1.9	3.6	1.9	0.0	1.7
Virginia	4.8	9.3	5.6	0.0	4.7	1.7	3.8	1.2	0.0	1.2	3.8	7.6	3.3	0.0	2.9
Wisconsin	8.4	13.8	6.3	0.0	5.1	3.0	3.6	2.1	0.0	2.1	4.4	7.8	4.2	0.0	2.1

¹See footnotes at the bottom of table B-5.

Table B-5. Estimated Coefficients of Variation in Percent for Retail Sales by Kinds of Business for Specified Areas and Cities

[Based on sales estimates not adjusted for seasonal variations, holiday, or trading-day differences]

Area	Dollar volume sales estimates			Ratio of 2 consecutive months ¹			Ratio to same month a year ago ²		
	Total	Nondurable	GAF ³	Total	Nondurable	GAF ³	Total	Nondurable	GAF ³
Atlanta, GA, MSA	7.3	6.9	6.5	1.6	1.5	2.0	3.6	3.4	2.4
Baltimore, MD, MSA	8.9	9.7	5.0	2.5	1.6	1.6	4.7	5.6	5.1
Boston, MA, NECMA	7.0	6.8	5.3	1.7	0.9	1.8	5.5	7.3	1.9
Chicago, IL, CMSA	3.3	4.5	4.9	1.4	1.1	1.2	3.2	3.3	2.0
Chicago, IL, PMSA	4.5	5.4	5.0	1.6	1.2	1.5	3.9	3.9	2.3
Chicago, IL, City	11.9	11.3	8.2	2.3	1.8	2.4	6.0	7.9	3.0
Cincinnati, OH, CMSA	9.2	8.7	8.3	1.8	1.5	1.8	5.3	6.6	4.9
Cleveland, OH, CMSA	9.5	9.4	5.5	2.4	1.3	1.0	5.0	5.3	5.2
Cleveland, OH, PMSA	11.6	10.4	4.7	3.3	1.7	1.1	5.8	7.8	1.7
Dallas, TX, CMSA	5.9	6.2	4.9	1.5	1.1	1.0	4.3	3.6	2.1
Denver, CO, CMSA	10.4	8.5	5.2	3.1	2.2	1.6	5.8	4.5	3.3
Detroit, MI, CMSA	9.2	13.8	4.6	1.4	1.0	1.5	2.9	5.2	1.4
Detroit, MI, PMSA	9.3	14.4	5.1	1.2	1.0	1.6	3.0	5.2	1.5
Houston, TX, CMSA	6.9	7.0	4.4	1.4	0.8	1.2	3.5	5.0	2.0
Houston, TX, PMSA	6.9	7.5	4.8	1.4	0.8	1.2	3.6	5.3	2.2
Kansas City, MO, MSA	11.7	12.7	5.1	2.2	1.5	1.3	5.9	7.4	4.6
Los Angeles, CA, CMSA	4.1	4.3	3.9	1.3	0.4	0.9	2.0	2.5	1.9
Anaheim, CA, PMSA	8.9	10.4	6.7	1.9	1.3	1.2	5.2	5.2	2.2
Los Angeles, CA, PMSA	5.9	5.0	5.9	1.8	0.8	1.0	2.8	3.7	2.4
Los Angeles, CA, City	8.1	8.6	12.2	2.5	1.3	2.3	4.8	6.5	5.4
Miami, FL, CMSA	8.0	10.5	4.7	1.8	1.5	1.2	3.8	4.1	3.8
Miami, FL, PMSA	9.7	11.9	7.3	1.7	1.6	1.5	4.3	4.3	5.7
Milwaukee, WI, CMSA	10.2	10.0	2.8	2.7	1.3	1.4	7.2	9.1	2.3
Milwaukee, WI, PMSA	11.6	11.8	3.2	2.2	1.4	1.3	7.5	9.2	1.9
Minneapolis, MN, MSA	9.5	8.8	4.9	3.8	1.1	1.0	4.5	5.0	3.4
New York, NY-NJ, CMSA	3.1	3.5	3.0	0.8	0.7	1.2	1.8	2.2	1.8
Naussau-Suffolk, NY, PMSA	6.7	6.7	6.8	2.7	1.8	2.0	4.2	4.0	3.3
New York, NY, PMSA	5.1	7.1	4.9	1.7	1.2	1.8	2.9	3.6	2.9
Newark, NJ, PMSA	9.4	9.1	7.7	1.6	1.6	3.1	5.9	5.3	4.0
New York, NY, City	6.0	7.6	4.9	1.8	1.3	1.6	3.1	3.5	3.1
Philadelphia, PA, CMSA	5.6	5.7	3.7	1.6	0.9	1.4	2.5	2.7	1.7
Philadelphia, PA, PMSA	6.9	6.0	4.2	1.8	1.0	1.7	2.8	2.8	1.8
Philadelphia, PA, City	12.0	15.5	9.6	2.5	2.7	3.2	7.6	7.9	5.6
Phoenix, AZ, MSA	6.4	7.0	8.8	1.7	1.2	1.6	4.0	3.8	2.6
Pittsburgh, PA, CMSA	7.9	10.5	6.2	1.9	1.5	1.4	4.8	6.8	1.5
Pittsburgh, PA, PMSA	8.3	9.6	6.6	2.0	1.5	1.4	5.2	6.3	1.5
St. Louis, MO, MSA	8.6	9.2	4.6	2.7	1.6	1.7	4.4	5.7	1.8
San Diego, CA, MSA	6.8	9.6	7.0	1.8	1.5	1.5	4.1	6.1	2.6
San Francisco-Oakland, CA, CMSA	4.0	4.3	3.7	1.7	1.0	1.1	4.2	3.5	1.8
Oakland, CA, PMSA	7.6	7.5	6.3	2.3	1.2	2.0	5.4	6.3	2.8
San Francisco, CA, PMSA	10.8	9.3	7.5	2.1	2.3	2.2	6.3	5.6	2.6
Seattle, WA, CMSA	11.4	7.3	4.6	2.0	1.1	1.2	4.9	5.0	2.6
Tampa, FL, MSA	9.6	10.7	4.7	2.1	1.3	1.1	6.2	6.9	1.8
Washington, DC, MSA	4.9	6.4	4.8	1.0	0.9	1.2	3.4	4.3	3.6

¹The ratio of the preliminary estimate for the current month to the final estimate for the previous month.

²The ratio of the preliminary estimate to the final estimate for the same month one year ago.

³GAF represents stores which specialize in department store types of merchandise (see appendix A).

Note: The median coefficients of variation are based on sales estimates for the six most recent data months.

Table B-6. Estimated Coefficients of Variation in Percent for Inventories by Kinds of Business

[Based on estimates not adjusted for seasonal variations]

Sic code	Kind of business	Dollar volume inventory estimates	Ratio of 2 consecutive months	Ratio to same month a year ago ¹	SIC code	Kind of business	Dollar volume inventory estimates	Ratio of 2 consecutive months	Ratio to same month a year ago ¹
	Retail inventories, total	1.1	0.1	0.5		Nondurable goods, total	0.8	0.1	0.4
	Durable goods, total	2.1	0.3	0.9	53	General merchandise group stores.	0.7	0.1	0.3
52	Building materials group stores	2.8	0.3	1.1	531	Dept. stores (excl. leased depts.)	0.4	0.0	0.1
55 ex 554	Automotive dealers	1.9	0.4	1.1	54	Food group stores	1.3	0.1	0.6
57	Furniture group stores	1.7	0.3	1.1	56	Apparel & accessory stores	3.8	0.3	1.0

¹The ratio of the preliminary estimate to the final estimate for the same month one year ago.

Note: The coefficients of variation are based on inventories estimates for the six most recent data months.

MONTHLY REVISIONS TO ESTIMATES

Each month the Census Bureau issues three sets of estimates of retail sales: advance, preliminary, and final; two estimates of retail inventories- preliminary and final- are also issued. The Bureau releases "non-final" advance and preliminary data to provide government and private data users with much demanded early measures of consumer spending. However, a necessary part of the process of issuing these early data entails the resultant issuance of minor subsequent revisions. These revisions to the monthly sales and inventories estimates occur because the advance and preliminary estimates are released prior to the collection of all data eventually used in the calculation of the final monthly retail sales and inventories estimates.

The advance sales estimates are based on early reporting of sales by a small subsample of the Bureau's retail survey panels. Because of the early reporting and the sampling variability between the subsample and the full sample, the advance estimates will differ from the subsequent estimates for the same month. There are also

differences between the preliminary and final sales estimates because of the difference in the samples as described in the section, "Use of the Rotating Sample and Composite Estimate Procedures" and such nonsampling errors as indicated in Appendix B, "Reliability of Data." The inventories estimates are also developed from rotating samples of respondents, i.e., most respondents are canvassed at 3 month intervals. Therefore, the differences between the preliminary and final inventories estimates for the same month are due to sampling and nonsampling errors.

For total retail sales, the range of the difference between the last 12 advance and final estimates for the same months was from -0.2 percent to +1.4 percent, with a median of +0.3 percent. The range of difference between preliminary and final estimates was from -0.2 percent to +0.3 percent, with a median of +0.1 percent. The preliminary-to-final difference for total retail inventories over the last 12 months ranged from -0.4 percent to +0.4 percent, with a median of 0.0 percent.

Table B-7. Seasonally Adjusted Advance, Preliminary, and Final Retail Sales Estimates

SIC code	Kind of business	February 1996 (millions of dollars)			Percent differences last 12 months					
					Final/advance			Final/preliminary		
		Advance	Preliminary	Final	Range		Median	Range		Median
					From	To		From	To	
	Retail sales, total	200,506	202,894	203,392	-0.2	1.4	0.3	-0.2	0.3	0.1
	Total (excl. automotive group)	150,727	151,642	152,191	-0.6	1.0	0.0	-0.3	0.4	0.0
	Durable goods, total	81,450	83,078	83,285	-0.6	2.3	0.7	-0.1	0.5	0.2
52	Building materials group stores	10,367	10,378	10,421	-2.9	2.2	0.3	-0.4	0.8	0.1
55 ex 554	Automotive dealers	49,779	51,252	51,201	-1.0	2.9	1.1	-0.3	0.7	0.2
57	Furniture group stores	11,017	11,054	11,153	-1.9	2.0	0.3	-0.7	0.9	0.1
	Nondurable goods, total	119,056	119,816	120,107	-0.6	0.9	0.1	-0.3	0.4	0.0
53	General merchandise group stores	25,414	25,461	25,636	-1.0	0.9	0.1	-0.4	0.7	0.0
531	Dept. stores (excl. leased depts.)	19,922	19,881	20,008	-1.1	0.6	0.0	-0.4	0.6	-0.1
54	Food stores	35,020	34,804	34,807	-0.6	0.8	-0.1	-0.5	0.4	0.0
541	Grocery stores	33,165	32,981	32,979	-0.6	0.9	-0.2	-0.5	0.4	0.0
554	Gasoline service stations	12,524	12,483	12,566	-1.5	2.5	0.5	-0.6	1.0	-0.2
56	Apparel & accessory stores	9,269	9,589	9,615	-3.2	3.7	0.4	-0.6	0.5	0.1
58	Eating and drinking places	19,392	19,759	19,856	-1.1	2.4	0.2	-1.0	1.2	0.3
591	Drug & proprietary stores	7,159	7,206	7,191	-2.1	2.1	-0.2	-1.3	0.5	0.0

Table B-8. Seasonally Adjusted Preliminary and Final Inventories Estimates

SIC code	Kind of business	February 1996 (millions of dollars)		Percent differences last 12 months (final/preliminary)		
				Range		Median
		Preliminary	Final	From	To	
	Retail sales, total	305,081	304,824	-0.4	0.4	0.0
	Total (excl. automotive group)	218,212	218,080	-0.9	0.3	0.0
	Durable goods, total	161,687	161,575	-0.2	0.5	0.1
52	Building materials group stores	20,842	21,001	-2.5	0.8	0.1
55 ex 554	Automotive dealers	86,869	86,744	-0.3	0.7	0.2
57	Furniture group stores	24,667	24,496	-4.1	0.5	-0.2
	Nondurable goods, total	143,394	143,249	-0.9	0.3	0.0
53	General merchandise group stores	57,440	57,376	-2.1	0.4	-0.1
531	Dept. stores (excl. leased depts.)	46,047	46,044	-2.5	0.5	0.0
54	Food stores	27,789	27,760	-0.4	0.5	0.0
56	Apparel & accessory stores	23,117	23,240	-0.4	1.9	0.1

Appendix C.

Adjustment Factors for Seasonal and Other Variations

Seasonal factors for adjusting data in this publication have been derived by the use of the X-11 ARIMA program developed by Statistics Canada. The program produces factors by using the method described in the *X-11 Variant of the Census Method II Seasonal Adjustment Program*, U.S. Bureau of the Census Technical Paper No. 15, Revised 1967. The forecasting options were not used as input to the X-11 ARIMA program. This adjustment program develops more accurate computations and diagnostics than the previously used program. Trading-day factors for adjusting retail sales estimates were also derived from the X-11 program.

Adjustment of estimates is an approximation based on current and past experiences. Therefore, the adjustments could become less precise if current competitive pressures, changes in consumer buying patterns during holiday periods, and other elements introduce significant changes in seasonal, trading-day, and holiday patterns.

A description of trading-day adjustment factors may be found in *Estimating Trading-Day Variation in Monthly Economic Time Series*, Bureau of the Census Technical Paper No. 12, 1965. Holiday adjustment factors were developed by a method similar to that described in *Seasonal Adjustment on Electronic Computers*, pp. 356-359, Organization

for Economic Cooperation and Development, Paris, 1961. Additional details concerning the adjustment factors may be obtained from the Chief, Services Division, Bureau of the Census, Washington, DC 20233.

Concurrent seasonal adjustment uses all available unadjusted estimates (including the latest preliminary and advance estimates) as input to the X-11 program. When unadjusted advance, preliminary, and final estimates become available, all estimates will be used as input to the X-11 program and new factors will be applied to the advance, (one month after the preliminary) preliminary, and final (one month before the preliminary) estimates and to the previous year estimates that correspond to the advance and preliminary months.

Tables C-1 and C-2 present, by kind of business, the combined seasonal, trading-day, and holiday adjustment factors that are used to adjust inventory and sales estimates. For kinds of business whose last observation is an advance estimate, two months of projected factors are shown. For all other kinds of business, three months of projected factors are shown. These projected factors are estimates of the factors that will be used to derive adjusted estimates.

Table C-1. Seasonal Adjustment Factors for Retail Inventories by Kinds of Business

SIC code	Kind of business	1995												1996					
		Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	
52	Retail trade, total	0.982	0.999	1.002	0.995	0.985	0.975	0.974	1.002	1.057	1.078	0.983	0.969	0.983	0.998	1.002	0.995	0.985	
	Durable goods, total . .	1.003	1.017	1.021	1.017	1.003	0.971	0.952	0.967	1.013	1.044	1.004	0.991	1.005	1.017	1.021	1.016	1.003	
55 ex	Building materials group stores	1.006	1.037	1.043	1.048	1.019	0.999	0.985	0.973	0.984	0.974	0.963	0.973	0.999	1.037	1.043	1.047	1.019	
554	Automotive dealers	1.034	1.048	1.046	1.038	1.020	0.950	0.918	0.925	0.963	1.008	1.031	1.017	1.039	1.050	1.048	1.039	1.021	
57	Furniture group stores	0.958	0.971	0.971	0.967	0.967	0.956	0.978	1.024	1.090	1.126	1.015	0.976	0.958	0.970	0.969	0.965	0.967	
53	Nondurable goods, total	0.961	0.980	0.984	0.974	0.964	0.978	0.996	1.037	1.102	1.113	0.961	0.949	0.961	0.980	0.983	0.974	0.964	
	General merchandise group stores	0.940	0.972	0.983	0.970	0.950	0.966	0.990	1.058	1.153	1.171	0.925	0.920	0.941	0.971	0.981	0.971	0.950	
531	Dept. stores (excl. leased depts.)	0.945	0.973	0.983	0.973	0.949	0.966	0.991	1.057	1.149	1.170	0.923	0.919	0.945	0.971	0.982	0.973	0.950	
54	Food group stores	0.988	0.996	0.992	0.989	0.989	0.983	0.974	0.990	1.027	1.043	1.024	1.004	0.988	0.997	0.992	0.988	0.988	
56	Apparel & accessory stores .	0.943	0.980	0.987	0.968	0.951	1.002	1.038	1.070	1.126	1.129	0.915	0.893	0.941	0.980	0.987	0.968	0.951	

Note: Data are adjusted for seasonal variations. Each month, new factors are developed using the latest estimates and applied to the unadjusted Preliminary and Final (one month before the Preliminary estimate) estimates and to the estimates of the previous year that correspond to the Preliminary month. Adjustment factors are not included in this table for kinds of business that are not published separately. Adjusted inventory data are obtained by dividing the unadjusted data by the adjustment factors shown above for corresponding kinds of business. Adjusted data for the summary trade totals are obtained by summarizing the adjusted data for the individual kinds of business. The options used to derive factors for each kind of business were selected during the last benchmarking operation and will not be subject to modification until the next benchmarking operation. These options are available upon request.

Table C-2. Combined Seasonal, Trading-Day and Holiday Adjustment Factors for U.S. Retail Sales and Retail Sales of Group II Companies by Kinds of Business

SIC code	Kind of business	1995												1996					
		Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	
52	Retail sales, total . . .	0.860	1.002	0.973	1.034	1.028	0.994	1.037	0.979	0.990	1.026	1.200	0.876	0.895	0.990	0.977	1.045	1.008	
	Durable goods, total . . .	0.854	1.031	0.984	1.080	1.085	1.012	1.063	0.988	0.987	0.974	1.078	0.860	0.894	0.998	1.017	1.083	1.044	
	Building materials group stores	0.752	0.950	1.032	1.211	1.156	1.059	1.101	1.049	1.054	0.961	0.902	0.776	0.784	0.925	1.081	1.204	1.107	
	Building materials, supply stores	0.768	0.959	1.008	1.155	1.146	1.074	1.120	1.055	1.077	0.973	0.868	0.794	0.805	0.933	1.061	1.145	1.094	
	Hardware stores	0.753	0.924	1.023	1.171	1.128	1.065	1.026	1.006	0.999	0.994	1.072	0.837	0.784	0.921	1.035	1.171	1.116	
55 ex 554 551,2, 5,6,7,9	Automotive dealers	0.891	1.090	1.018	1.104	1.126	1.035	1.077	1.002	0.985	0.923	0.868	0.879	0.932	1.047	1.057	1.114	1.073	
553	Motor vehicle and miscellaneous automobile dealers	0.895 0.844	1.097 1.008	1.021 1.001	1.107 1.058	1.129 1.085	1.033 1.055	1.072 1.091	1.001 1.023	0.981 1.035	0.917 1.000	0.865 0.926	0.880 0.879	0.936 0.877	1.054 0.981	1.059 1.031	1.119 1.056	1.075 1.053	
	Auto & Home supply stores	0.855	0.968	0.900	0.955	0.966	0.953	1.003	0.966	0.978	1.107	1.414	0.921	0.889	0.959	0.908	0.954	0.953	
57 571	Furniture group stores . . .	0.853	0.977	0.937	0.999	0.993	0.990	1.036	0.997	1.008	1.114	1.198	0.892	0.880	0.966	0.947	0.999	0.977	
5722, 31,34	Furniture & home furn. stores	0.862	0.961	0.875	0.918	0.946	0.938	0.972	0.938	0.954	1.108	1.577	0.963	0.893	0.947	0.889	0.915	0.931	
53	Household appliance, radio, TV and computer stores . .	0.860	0.979	0.966	1.007	0.996	0.985	1.023	0.971	0.992	1.058	1.276	0.884	0.896	0.977	0.957	1.021	0.985	
	Nondurable goods, total	0.765	0.915	0.928	0.964	0.958	0.919	0.990	0.921	0.976	1.205	1.727	0.738	0.795	0.921	0.906	0.980	0.957	
531	General merchandise group stores	0.755	0.913	0.927	0.956	0.950	0.914	0.991	0.920	0.973	1.219	1.760	0.729	0.785	0.920	0.904	0.971	0.951	
531	Dept. stores (excl. leased depts.)	0.754	0.919	0.925	0.957	0.949	0.913	0.990	0.921	0.972	1.219	1.761	0.725	0.787	0.924	0.901	0.972	0.948	
533	Dept. stores (incl. leased depts.)	0.783	0.907	0.979	0.981	0.967	0.911	0.974	0.911	0.970	1.149	1.778	0.705	0.832	0.904	0.948	1.021	0.938	
539	Variety stores	0.801	0.910	0.924	0.991	0.977	0.941	0.988	0.924	0.987	1.156	1.588	0.818	0.837	0.915	0.909	0.999	0.983	
54	Miscellaneous general merchandise stores	0.903	1.003	0.984	1.022	1.020	1.031	1.026	0.986	0.975	0.992	1.092	0.961	0.938	1.004	0.969	1.040	1.010	
	Food group stores	0.904	1.007	0.982	1.023	1.021	1.033	1.027	0.988	0.974	0.993	1.080	0.966	0.940	1.006	0.968	1.041	1.012	
541	Grocery stores	0.880	0.973	0.968	1.046	1.045	1.062	1.077	1.012	1.026	0.987	0.989	0.933	0.910	0.972	0.979	1.044	1.035	
554	Gasoline service stations .	0.734	0.924	0.981	0.970	0.950	0.916	1.064	0.991	0.978	1.144	1.647	0.705	0.770	0.943	0.955	0.983	0.940	
56	Apparel & accessory stores	0.762	0.870	0.956	0.954	0.978	0.851	0.902	0.924	0.973	1.132	1.894	0.813	0.796	0.894	0.921	0.963	0.985	
561	Mens & boys clothing, furnishings.	0.745	0.951	0.995	1.033	0.954	0.906	0.997	0.984	0.992	1.121	1.628	0.703	0.774	0.967	0.977	1.039	0.944	
562,3	Women's clothing specialty stores	0.758	0.950	1.070	1.012	1.006	0.955	1.216	1.034	0.930	1.023	1.325	0.721	0.798	0.992	1.013	1.036	0.992	
566	Shoe stores	0.892	1.008	1.002	1.038	1.046	1.053	1.070	1.000	1.010	0.960	1.018	0.900	0.924	1.017	0.989	1.051	1.043	
58	Eating and drinking places	0.934	1.015	0.982	1.018	0.986	0.955	0.983	0.944	0.975	0.979	1.234	0.980	0.968	1.002	0.995	1.023	0.961	
591	Drug & proprietary stores . . .	0.833	0.941	0.941	1.001	1.021	1.049	1.019	0.992	0.964	0.999	1.374	0.865	0.862	0.948	0.937	1.016	1.005	
592	Liquor stores	0.777	0.920	0.920	0.962	0.950	0.919	1.007	0.941	0.962	1.163	1.709	0.772	0.813	0.921	0.908	0.974	0.940	
53,56, 57,594	GAF, total																		
553	Group II Companies	0.835	0.963	0.957	1.000	0.983	0.962	1.007	0.958	0.975	1.093	1.416	0.851	0.871	0.961	0.947	1.015	0.973	
	Retail sales, total . .	0.840	1.003	0.994	1.066	1.068	1.064	1.091	1.019	1.027	1.013	0.947	0.875	0.874	0.985	1.010	1.067	1.044	
	Auto & home supply stores .	0.764	0.917	0.923	0.963	0.956	0.918	0.990	0.919	0.974	1.207	1.740	0.743	0.795	0.919	0.903	0.980	0.954	
	General merchandise group stores	0.755	0.913	0.923	0.957	0.950	0.914	0.992	0.920	0.973	1.220	1.766	0.729	0.791	0.915	0.903	0.971	0.949	
	Dept. stores (excl. leased depts.)	0.756	0.917	0.925	0.957	0.949	0.913	0.991	0.921	0.972	1.220	1.762	0.729	0.792	0.918	0.904	0.971	0.949	
531	Dept. stores (incl. leased depts.)	0.780	0.895	0.980	0.978	0.961	0.903	0.981	0.914	0.947	1.137	1.867	0.681	0.824	0.900	0.934	1.021	0.947	
533	Variety stores	0.918	1.019	0.987	1.022	1.010	1.019	1.013	0.977	0.970	0.997	1.090	0.973	0.956	1.015	0.973	1.043	1.000	
541	Grocery stores	0.706	0.907	0.995	0.960	0.948	0.895	1.063	0.986	0.970	1.178	1.738	0.666	0.733	0.942	0.948	0.975	0.942	
56	Apparel & accessory stores	0.718	0.908	1.010	1.012	0.959	0.878	0.974	0.957	0.965	1.156	1.795	0.675	0.749	0.940	0.960	1.020	0.962	
562,3	Women's clothing specialty stores	0.732	0.951	1.085	1.011	1.010	0.938	1.239	1.031	0.924	1.033	1.365	0.688	0.775	0.996	1.024	1.035	0.998	
566	Shoe stores	0.932	1.002	0.989	1.018	0.980	0.948	0.967	0.935	0.967	0.979	1.313	0.967	0.965	1.002	0.993	1.019	0.963	
591	Drug & proprietary stores . . .																		

Note: Data are adjusted for seasonal variations, holiday, and trading-day differences. Each month, new factors are developed using the latest estimates and applied to the unadjusted Advance (the month after the Preliminary estimate, but not available in this publication), Preliminary, and Final (the month before the Preliminary estimate) estimates and to the estimates of the previous year that correspond to the Advance and Preliminary months. The sales adjustment factors are not included in this table for those kinds of business for which adjusted data are not published separately. Adjusted sales data are obtained by dividing the unadjusted data by the adjustment factors shown above for corresponding kinds of business. Adjusted data for the summary trade totals are obtained by summarizing the adjusted data for the individual kinds of business. The options used to derive factors for each kind of business were selected during the last benchmarking operation and will not be subject to modification until the next benchmarking operation. These options are available upon request.

Appendix D.

Metropolitan Areas Included in This Report

(Areas were defined by the Office of Management and Budget as of November 19, 1986)¹

ANAHEIM-SANTA ANA, CA PMSA Coextensive with Orange County, CA.

ATLANTA, GA MSA Barrow, Butts, Cherokee, Clayton, Cobb, Coweta, DeKalb, Douglas, Fayette, Forsyth, Fulton, Gwinnett, Henry, Newton, Paulding, Rockdale, Spalding, and Walton Counties, GA.

BALTIMORE, MD MSA Baltimore City; Anne Arundel, Baltimore, Carroll, Harford, Howard, and Queen Anne's Counties, MD.

BOSTON-LAWRENCE-SALEM-LOWELL-BROCKTON, MA NECMA Essex, Middlesex, Norfolk, Plymouth, and Suffolk Counties, MA.

CHICAGO-GARY-LAKE COUNTY, IL-IN-WI CMSA Chicago, IL PMSA; Grundy, Kane, Kendall, Lake, and Will Counties, IL; Lake and Porter Counties, IN; Kenosha County, WI.

CHICAGO, IL PMSA Cook, DuPage, and McHenry Counties, IL.

CINCINNATI-HAMILTON, OH-KY-IN CMSA Butler, Clermont, Hamilton, and Warren Counties, OH; Boone, Campbell, and Kenton Counties, KY; Dearborn County, IN.

CLEVELAND-AKRON-LORAIN, OH CMSA Cleveland, OH PMSA; Lorain, Portage, and Summit Counties, OH.

CLEVELAND, OH PMSA Cuyahoga, Geauga, Lake, and Medina Counties, OH.

DALLAS-FORT WORTH, TX CMSA Collin, Dallas, Denton, Ellis, Johnson, Kaufman, Parker, Rockwall, and Tarrant Counties, TX.

DENVER-BOULDER, CO CMSA Adams, Arapahoe, Boulder, Denver, Douglas, and Jefferson Counties, CO.

DETROIT-ANN ARBOR, MI CMSA Detroit, MI PMSA; Washtenaw County, MI.

DETROIT, MI PMSA Lapeer, Livingston, Macomb, Monroe, Oakland, St. Clair, and Wayne Counties, MI.

HOUSTON-GALVESTON-BRAZORIA, TX CMSA Houston, TX PMSA; Brazoria and Galveston Counties, TX.

HOUSTON, TX PMSA Fort Bend, Harris, Liberty, Montgomery, and Waller Counties, TX.

KANSAS CITY, MO-KS MSA Cass, Clay, Jackson, Lafayette, Platte, and Ray Counties, MO; Johnson, Leavenworth, Miami, and Wyandotte Counties, KS.

LOS ANGELES-ANAHEIM-RIVERSIDE, CA CMSA Anaheim Santa Ana, CA PMSA; Los Angeles-Long Beach, CA PMSA; Riverside, San Bernardino, and Ventura Counties, CA.

LOS ANGELES-LONG BEACH, CA PMSA Coextensive with Los Angeles County, CA.

MIAMI-FORT LAUDERDALE, FL CMSA Miami-Hialeah, FL PMSA; Broward County, FL.

MIAMI-HIALEAH, FL PMSA Coextensive with Dade County, FL.

MILWAUKEE-RACINE, WI CMSA Milwaukee, WI PMSA; Racine County, WI.

MILWAUKEE, WI PMSA Milwaukee, Ozaukee, Washington, and Waukesha Counties, WI.

MINNEAPOLIS-ST. PAUL, MN-WI MSA Anoka, Carver, Chicago, Dakota, Hennepin, Isanti, Ramsey, Scott, Washington, and Wright Counties, MN; St. Croix County, WI.

NASSAU-SUFFOLK, NY PMSA Nassau and Suffolk Counties, NY.

NEW YORK-NORTHERN NEW JERSEY-LONG ISLAND, NY-NJ-CT CMSA Nassau-Suffolk, NY PMSA; New York, NY PMSA; Newark, NJ PMSA; Orange County, NY; Bergen, Hudson, Hunterdon, Middlesex, Monmouth, Ocean, Passaic, and Somerset Counties, NJ; Fairfield and Litchfield Counties, CT.

NEW YORK, NY PMSA Bronx, Kings, New York, Putnam, Queens, Richmond, Rockland, and Westchester Counties, NY.

NEWARK, NJ PMSA Essex, Morris, Sussex, and Union Counties, NJ.

OAKLAND, CA PMSA Alameda and Contra Costa Counties, CA.

¹CMSA—Consolidated Metropolitan Statistical Area; MSA—Metropolitan Statistical Area; PMSA—Primary Metropolitan Statistical Area; NECMA—New England County Metropolitan Area.

PHILADELPHIA-WILMINGTON-TRENTON, PA-NJ-DE-MD

CMSA Philadelphia, PA-NJ PMSA; Cumberland, Mercer, and Salem Counties, NJ; New Castle County, DE; Cecil County, MD.

PHILADELPHIA, PA-NJ PMSA Bucks, Chester, Delaware, Montgomery, and Philadelphia Counties, PA; Burlington, Camden, and Gloucester Counties, NJ

PHOENIX, AZ MSA Coextensive with Maricopa County, AZ.

PITTSBURGH-BEAVER VALLEY, PA CMSA Pittsburgh, PA PMSA; Beaver County, PA.

PITTSBURGH, PA PMSA Allegheny, Fayette, Washington, and Westmoreland Counties PA.

ST. LOUIS, MO-IL MSA St. Louis City; Franklin, Jefferson, St. Charles, and St. Louis Counties, MO; Clinton, Jersey, Madison, Monroe, and St. Clair Counties, IL.

SAN DIEGO, CA MSA Coextensive with San Diego County, CA.

SAN FRANCISCO-OAKLAND-SAN JOSE, CA CMSA

Oakland, CA PMSA; San Francisco, CA PMSA; Napa, Santa Clara, Santa Cruz, Solano, and Sonoma Counties, CA.

SAN FRANCISCO, CA PMSA Marin, San Francisco, and San Mateo Counties, CA.

SEATTLE-TACOMA, WA CMSA King, Pierce, and Snohomish Counties, WA.

TAMPA-ST. PETERSBURG-CLEARWATER, FL MSA Hernando, Hillsborough, Pasco, and Pinellas Counties, FL.

WASHINGTON, DC-MD-VA MSA District of Columbia; Calvert, Charles, Frederick, Montgomery, and Prince George's Counties, MD; Alexandria, Fairfax, Falls Church, Manassas, and Manassas Park cities; Arlington, Fairfax, Loudoun, Prince William, and Stafford Counties, VA.

Appendix E.

Geographic Regions and Divisions

NORTHEAST

New England Division	Middle Atlantic Division
Maine	New York
New Hampshire	New Jersey
Vermont	Pennsylvania
Massachusetts	
Rhode Island	
Connecticut	

MIDWEST

East North Central Division	West North Central Division
Ohio	Minnesota
Indiana	Iowa
Illinois	Missouri
Michigan	North Dakota
Wisconsin	South Dakota
	Nebraska
	Kansas

SOUTH

South Atlantic Division	East South Central Division
Delaware	Kentucky
Maryland	Tennessee
District of Columbia	Alabama
Virginia	Mississippi
West Virginia	West South Central Division
North Carolina	Arkansas
South Carolina	Louisiana
Georgia	Oklahoma
Florida	Texas

WEST

Mountain Division	Pacific Division
Montana	Washington
Idaho	Oregon
Wyoming	California
Colorado	Alaska
New Mexico	Hawaii
Arizona	
Utah	
Nevada	

Appendix F.

Kind-of-Business Classifications

GENERAL DESCRIPTION

Retail trade SIC Major Groups 52-59, includes establishments primarily engaged in selling merchandise for personal or household consumption and rendering services incidental to the sale of goods.

The kinds of business shown in this report parallel broad classifications defined in the 1987 edition of the Standard Industrial Classification (SIC) manual. Descriptions of each kind of business follow. Data for some kinds of business are not shown separately but are included in the major group of other totals.

DURABLE GOODS

Building Materials, Hardware, Garden Supply, and Mobile Home Dealers (SIC Major Group 52). This major group includes retail establishments primarily engaged in selling lumber and other building materials; paint, glass, and wallpaper; hardware; nursery stock; lawn and garden supplies; and mobile homes. It includes lumber and other building materials dealers and paint, glass, and wallpaper stores selling to the general public, even if sales to contractors account for a larger proportion of total sales. These establishments are known as “retail” in the trade. Establishments primarily selling these products but not selling to the general public are classified in wholesale trade.

Lumber and Other Building Materials Dealers (SIC 521).¹ Establishments engaged in selling primarily lumber, or lumber and a general line of building materials, to the general public. The lumber which they sell may include rough and dressed lumber, flooring, molding, doors, sashes, frames, and other millwork. The building materials may include roofing, siding, shingles, wallboard, paint, brick, tile, cement, sand, gravel, and other building materials and supplies. Hardware is often an important line of retail lumber and building materials dealers. Establishments known as “home centers” are included here.

Paint, Glass, and Wallpaper Stores (SIC 523).¹ Establishments engaged in selling primarily paint, glass, and wallpaper, or any combination of these lines, to the general public.

¹Data for this kind of business are not shown separately but are included in the larger group totals.

Hardware Stores (SIC 525). Establishments primarily selling a number of basic hardware lines such as tools, builders' hardware, paint and glass, housewares and household appliances, cutlery, and roofing materials, no one of which accounts for 50 percent or more of the sales of the establishments.

Retail Nurseries, Lawn and Garden Supply Stores (SIC 526).¹ Establishments primarily engaged in selling trees, shrubs, other plants, seeds, bulbs, mulches, soil conditioners, fertilizers, pesticides, garden tools, and other garden supplies to the general public. These establishments primarily sell products purchased from others, but may sell some plants which they grow themselves.

Mobile Home Dealers (SIC 527).¹ Establishments primarily engaged in the retail sale of new and used mobile homes, including parts and accessories.

Automotive Dealers (SIC Major Group 55, ex. 554)

This major group includes retail dealers selling new and used automobiles, boats, recreational trailers, and motorcycles; and those selling new automobile parts and accessories. Automobile repair shops maintained by the establishments engaged in the sale of new automobiles are also included.

Motor Vehicle Dealers (Franchised)—New and Used (SIC 551). Establishments primarily engaged in the sale of new automobiles or new and used foreign or domestic automobiles. These establishments frequently maintain repair departments and used car lots and carry stocks of replacement parts, tires, batteries, and automotive accessories. Used car lots and repair departments operated by franchised new passenger car dealers are not considered separate locations.

Motor Vehicle Dealers (Nonfranchised)—Used Cars Only (SIC 552).¹ Establishments primarily selling used cars and not holding a franchise for the sale of new cars.

Auto and Home Supply Stores (SIC 553). Establishments primarily engaged in the retail sale of automobile tires, batteries, and other automobile parts and accessories. These establishments frequently sell additional lines of merchandise such as household appliances, radios and television sets, sporting goods, housewares, and hardware.

Boat Dealers (SIC 555).¹ Establishments primarily engaged in the retail sale of new and used motorboats and other watercraft, including parts, accessories, marine supplies, and outboard motors.

Recreational Vehicle Dealers (SIC 556).¹ Establishments primarily engaged in the retail sale of new and used recreational trailers, campers (pickup coaches), and other trailers for passenger automobiles, and motor homes, including parts and accessories.

Motorcycle Dealers (SIC 557).¹ Establishments primarily engaged in the retail sale of new and used motorcycles and motor scooters, including parts and accessories.

Automotive Dealers, Not Elsewhere Classified (SIC 559).¹ Establishments primarily engaged in the retail sale of new and used automotive vehicles, such as snowmobiles, dunebuggies, go-carts, aircraft, utility trailers, and new automotive equipment and supplies, not elsewhere classified.

Furniture, Home Furnishings, and Equipment Stores (SIC Major Group 57)

This major group includes retail stores selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances.

Furniture Stores (SIC 5712). Establishments primarily selling household furniture, beds, mattresses, springs, and other sleep equipment. Also included in this classification are establishments selling household appliances, phonographs, radio and TV sets, and floor coverings, provided the receipts from sales of furniture and sleep equipment exceed those from sales of other merchandise.

Floor Coverings Stores (SIC 5713). Establishments primarily engaged in the retail sale of floor coverings and related products.

Drapery, Curtain, and Upholstery Stores (SIC 5714).¹ Establishments primarily selling draperies, curtains, slipcovers, and upholstery materials. Establishments primarily selling custom made draperies and slipcovers for household use also are included.

Miscellaneous Home Furnishing Stores (SIC 5719).¹ Establishments primarily engaged in the retail sale of miscellaneous home furnishings, such as china, glassware, and metalware for kitchen and table use, bedding and linen, brooms, brushes, lamps and shades, mirrors and pictures, venetian blinds, window shades, and fireplace accessories.

Household Appliance Stores (SIC 5722). Establishments primarily engaged in the retail sale of electric and gas refrigerators, stoves, and other household appliances, such as electric irons, percolators, hot plates, and vacuum cleaners. Many such stores also sell radio and television sets. Retail stores operated by public utility companies and primarily engaged in the sale of electric and gas appliances for household use are classified here.

Radio, Television, and Electronics Stores (SIC 5731). Establishments primarily engaged in the retail sale and installation of radios, television sets, record players, high fidelity (hi-fi), sound reproducing equipment and home computers. Such establishments also may sell additional lines, such as household appliances, musical instruments, or records.

Computer and Computer Software Stores (SIC 5734). Establishments primarily engaged in the retail sale of computers, computer peripheral equipment, and software.

Music Stores (SIC 5735 + 5736).¹ Establishments primarily engaged in the retail sale of musical instruments, phonograph records and albums, sheet music, and similar musical supplies.

Miscellaneous Durable Goods Stores (SIC Major Group 59 part)

This includes all retail durable goods stores not elsewhere classified.

Used Merchandise Stores (SIC 593).² This industry includes stores primarily engaged in the retail sale of used merchandise, antiques, and secondhand goods such as clothing and shoes; furniture; books and rare manuscripts; musical instruments; office furniture, phonographs and phonograph records; and store fixtures and equipment. This industry also includes pawnshops.

Sporting Goods Stores and Bicycle Shops (SIC 5941). Establishments primarily selling a general or a specialized line of sporting goods and equipment for hunting, camping, fishing, skiing, riding, tennis, golf, and other sports; bicycles, bicycle parts and accessories; and gymnasium and playground equipment.

Book Stores (SIC 5942). Establishments primarily selling new books and periodicals. Stationery and related items may also be sold.

Jewelry Stores (SIC 5944). Establishments primarily engaged in the retail sale of any combination of the lines of jewelry, such as diamonds and other precious stones; rings, bracelets, and brooches; sterling and plated silverware; and watches and clocks.

²Data for this kind of business are not shown separately but are included in the durable goods stores total.

Hobby, Toy, and Game Shops (SIC 5945).³ Establishments primarily engaged in the retail sale of toys, games, and hobby kits and supplies.

Camera and Photographic Supply Stores (SIC 5946).³ Establishments primarily engaged in the retail sale of cameras, film, and other photographic supplies and equipment. Excluded are establishments primarily engaged in finishing films.

Gift, Novelty, and Souvenir Shops (SIC 5947).³ Establishments primarily engaged in the retail sale of combined lines of gifts and novelty merchandise, souvenirs, and miscellaneous small art goods such as greeting cards and holiday decorations.

Luggage and Leather Goods Stores (SIC 5948).³ Establishments primarily engaged in the retail sale of luggage, trunks, and leather goods.

Optical Goods Stores (SIC 5995).² Establishments primarily engaged in the retail sale of eyeglasses and related optical goods. Excluded are establishments whose receipts are primarily from examining eyes and prescribing eyeglasses or contact lenses.

Miscellaneous Retail Stores Not Elsewhere Classified (SIC 5999).² Establishments primarily engaged in the retail sale of specialized lines of merchandise such as collectors' items and supplies, artists' supplies, orthopedic and artificial limbs, drafting materials, typewriters, telephones, pets, religious goods, hearing aids, rubber stamps, monuments and tombstones, and other merchandise not elsewhere classified.

NONDURABLE GOODS

General Merchandise Group Stores (SIC Major Group 53)

This major group includes retail stores which sell a number of lines of merchandise, such as dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. The stores included in this group are known as department stores, variety stores, general merchandise stores, general stores, etc.

Department Stores (SIC 531). Establishments normally employing 50 people or more, having sales of apparel and soft goods combined amounting to 20 percent or more of total sales, and selling each of the following lines of merchandise:

1. Furniture, home furnishings, appliances, and radio and TV sets.
2. A general line of apparel for the family.
3. Household linens and dry goods.

To qualify as a department store, sales of each of the lines listed above must be less than 80 percent of total store sales. An establishment with total sales of \$10 million or more is classified as a department store even if sales of one of the merchandise lines listed above exceed the maximum percent of total sales, provided that the combined sales of the other two groups are \$1 million or more. Department store sales have been separately presented for the following classifications:

Department stores (incl. leased depts.), and
Department stores (excl. leased depts.).

Department stores (incl. leased depts.) are also sub-categorized as shown below:

Conventional Department Stores (SIC 531 part). Establishments which satisfy the criteria of a department store and:

1. Usually provide check-out service and customer assistance (salespersons) within each department.
2. May have a catalog order desk.
3. Are not affiliated with a company which operates similar establishments on a national basis.

These stores often sell:

1. Soft goods and hard goods which are primarily nationally advertised brands.
2. Appliances which are serviced by another company.
3. Limited lines of merchandise through seasonal or special catalogs.

Discount or Mass Merchandising Department Stores (SIC 531 part). Establishments which satisfy the criteria of a department store and usually:

1. Convey the image of a high-volume, fast turnover outlet selling a variety of merchandise for less than conventional prices.
2. Provide centralized check-out service.
3. Do not provide customer assistance within store departments. Merchandise is normally sold through self-service with minimal assistance provided in any department.
4. Do not have a catalog order desk.

³Data for this kind of business are not shown separately but are included in the larger group: miscellaneous shopping goods stores (594).

These stores often sell:

1. Soft goods which are usually their own corporate brands or are unbranded.
2. Hard goods which are primarily nationally advertised brands.
3. Appliances which are serviced by another company.

National Chain Department Stores (SIC 531 part). Establishments which satisfy the criteria of a department store and:

1. Usually provide check-out service and customer assistance (salespersons) within each department.
2. May have a catalog order desk.
3. Are affiliated with a company which operates similar establishments on a national basis.

These stores often sell:

1. Soft goods and hard goods which are their own corporate brands or are unbranded.
2. Appliances which are serviced by their own company.

Variety Stores (SIC 533). Establishments primarily engaged in the retail sale of a variety of merchandise in the low and popular price ranges. Sales usually are made on a cash-and-carry basis with the open selling method of display and customer selection of merchandise. These stores generally do not carry a complete line of merchandise, are not departmentalized, do not carry their own charge service, and do not deliver merchandise.

Miscellaneous General Merchandise Stores (SIC 539). Establishments primarily engaged in the retail sale of a general line of apparel, dry goods, hardware, homewares or home furnishings, groceries, and other lines in limited amounts. Stores selling commodities covered in the definition for department stores, but normally having less than 50 employees, and stores usually known as catalog showrooms, country general stores, or warehouse clubs are included here. Also included in this classification are establishments whose sales of apparel or of furniture and home furnishings exceed half of their total sales providing that sales of the smaller of the two lines in combination with dry goods and household linens account for 20 percent or more of total sales.

Food Stores (SIC Major Group 54)

This major group includes retail stores primarily engaged in selling food for home preparation and consumption.

Grocery Stores (SIC 541). Establishments primarily selling (1) a wide variety of canned or frozen foods, such as vegetables, fruits, and soups; (2) dry groceries, either packaged or in bulk, such as tea, coffee, cocoa, dried fruits, spices, sugar, flour, and crackers; and (3) other processed foods and nonedible grocery items. In addition, these establishments often sell smoked and prepared meats, fresh fish and poultry, fresh vegetables and fruits, and fresh or frozen meats.

Establishments commonly known as supermarkets, food stores, convenience stores, and delicatessens are included in this classification if receipts from sales of groceries and food items for off-premise preparation and consumption are 50 percent or more of total sales.

Meat and Fish (Seafood) Markets, Including Freezer Provisioners (SIC 542). Establishments primarily engaged in the retail sale of fresh, frozen, or cured meats, fish, shellfish, and other seafood. Frequently these establishments also sell poultry, dairy products, eggs, some groceries, and items commonly used in preparing seafood or consumed with seafood.

Fruit Stores and Vegetable Markets (SIC 543).¹ Establishments primarily selling fresh fruits and fresh vegetables. These establishments frequently carry a limited line of grocery items. Roadside stands of farmers selling only their own produce are not included.

Candy, Nut, and Confectionery Stores (SIC 544).¹ Establishments primarily selling candy, nuts, sweetmeats, and other confections. A soda fountain or lunch counter is frequently operated in these stores. Also included are candy and popcorn stands located in motion picture theaters.

Dairy Products Stores (SIC 545).¹ Establishments primarily engaged in the retail sale of dairy products, such as milk, cream, butter, cheese, and related products, to over-the-counter customers.

Retail Bakeries (SIC 546). Establishments primarily engaged in the over-the-counter retail sale of bakery products such as bread, cakes, pies, or cookies, all or some of which may be baked on the premises.

Other Miscellaneous Food Stores (SIC 549).¹ Establishments primarily engaged in the retail sale of specialized foods, not elsewhere classified, such as eggs and poultry, health foods, spices, herbs, coffee, and tea. The poultry stores may sell live poultry, slaughter and clean poultry for their own account and sell dressed fowls, or sell fowl cleaned and dressed by others.

Gasoline Service Stations (SIC 554)

Establishments primarily selling gasoline and automotive lubricants. Usually these establishments also sell tires, batteries, and accessories, and perform minor repair work

and services. Establishments called garages but deriving more than half of their receipts from the sale of gasoline and automotive lubricants and establishments known as truck stops which are primarily engaged in selling diesel fuel to truckers are also included. Convenience food stores deriving more than 50 percent of their sales from the sale of gasoline are classified as gasoline service stations.

Apparel and Accessory Stores (SIC Major Group 56)

Establishments in this major group are primarily engaged in selling clothing of all kinds and related articles for personal wear and adornment.

Men's and Boys' Clothing and Furnishings Stores (SIC 561). Establishments primarily selling men's and boys' ready-to-wear clothing and furnishings.

Women's Ready-to-Wear Stores (SIC 562). Establishments primarily selling women's and girls' ready-to-wear apparel.

Women's Accessory and Specialty Stores (SIC 563).¹ Establishments primarily selling a specialized line of women's and girls' apparel, such as furs, sportswear, beachwear, blouses, hosiery, millinery, foundation garments, lingerie, robes, and other intimate wear.

Children's and Infants' Wear Stores (SIC 564).¹ Establishments primarily engaged in the retail sale of children's and infants' clothing, furnishings, and accessories. Such establishments may specialize in either children's or infants' wear or they may sell a combination of children's and infants' wear.

Family Clothing Stores (SIC 565). Establishments primarily selling clothing, furnishings, and accessories for men, women, and children, without specializing in any one line.

Shoe Stores (SIC 566). Establishments primarily engaged in the retail sale of any one line, or a combination of the lines, of men's, women's, and children's footwear. These establishments frequently carry accessory lines such as hosiery, gloves, and handbags.

Miscellaneous Apparel and Accessory Stores (SIC 569).¹ Establishments primarily engaged in the retail sale of specialized lines of apparel and accessories not elsewhere classified, such as uniforms, bathing suits, raincoats, riding apparel, sports apparel, umbrellas, wigs, and toupees. This industry also includes custom tailors primarily engaged in making and selling men's and women's clothing (except fur apparel SIC 568) to individual order.

Eating and Drinking Places (SIC Major Group 58)

Establishments in this major group are primarily engaged in selling prepared foods and drinks for consumption on or near the premises and lunch counters and refreshment stands selling prepared foods and drinks for immediate consumption.

Restaurants, Lunchrooms, Cafeterias, and Contract Feeding (SIC 5812 part).

*Restaurants and Lunchrooms.*⁴ Establishments engaged in serving prepared food and beverages selected by the patron from a full menu. Waiter or waitress service is provided and the establishment has seating facilities for at least 15 patrons. These establishments often serve alcoholic beverages, but receipts from the sale of alcoholic beverages may not exceed the receipts from prepared food.

*Cafeterias.*⁴ Establishments engaged in serving prepared food and beverages primarily through the use of a cafeteria line where customers serve themselves from displayed selections. Some limited waiter or waitress service may be provided. Table and/or booth seating facilities are usually provided.

*Contract Feeding.*⁴ Establishments primarily engaged in providing food service under contract to another company; hospital; or governmental, penal, or educational institution. The facilities and personnel of these establishments may be provided by the contracting company, institutions, etc., however, the management is always supplied by the contractor.

Social Caterers (SIC 5812 part).⁵ Establishments primarily engaged in serving prepared food and beverages for weddings, banquets, etc., on the premises or elsewhere. Such establishments also may arrange for some entertainment but this should be a minor part of the business.

Refreshment Places, Ice Cream, and Frozen Custard Stands, (SIC 5812 part).

*Refreshment Places.*⁶ Establishments primarily selling limited lines of refreshments and prepared food items. Included in this group are establishments which prepare refreshment items such as pizza, barbecued chicken, and hamburgers for consumption either on or near the premises or for take-home consumption.

⁴Data for this kind of business are not shown separately but are included in the larger group: Restaurants, Lunchrooms, Cafeterias.

⁵Data for this kind of business are not shown separately but are included in the larger group: Eating Places (SIC 5812).

⁶Data for this kind of business are not shown separately but are included in the larger group: Refreshment Places (SIC 5812 pt.).

*Ice Cream and Frozen Custard Stands.*⁶ Establishments primarily engaged in selling ice cream, frozen custard, or other frozen ices for consumption either on or near the premises. Take-home packages also may be provided for ice cream sold in bulk.

Drinking Places (SIC 5813). Establishments primarily engaged in the retail sale of drinks such as beer, ale, wine, liquor, and other alcoholic beverages for consumption on the premises. Prepared foods are frequently sold at these establishments, but receipts from the sale of prepared foods may not exceed receipts from sales of alcoholic beverages.

Drug Stores and Proprietary Stores (SIC 591)

Establishments engaged in the retail sale of prescription drugs and patent medicines and which may carry a number of related lines such as cosmetics, toiletries, tobacco, and novelty merchandise. Included are drug stores which also have a soda fountain or lunch counter. These stores are included on the basis of their usual trade designation rather than on the more strict interpretation of commodities handled.

Liquor Stores (SIC 592)

Establishments primarily selling packaged alcoholic beverages, such as ale, beer, wine, and whiskey, for consumption off the premises. Liquor stores operated by States, counties, and municipalities are included.

Miscellaneous Nondurable Goods Stores (SIC Major Group 59, part)

This includes all retail nondurable goods stores not elsewhere classified.

Miscellaneous Shopping Goods Stores (SIC 594)

Establishments engaged in the retail sale of one or more lines of merchandise similar to that found in department stores.

Stationery Stores (SIC 5943).³ Establishments primarily engaged in the retail sale of stationery, such as paper and paper products (including printing and engraving), post cards, novelties, and school and office supplies (excluding office furniture and machines).

Sewing, Needlework, and Piece Goods Stores (SIC 5949).³ Establishments primarily engaged in the retail sale of piece goods, notions, sewing and knitting supplies, fabrics, patterns, and other needlework accessories.

Mail-Order Houses (Department Store Merchandise) (SIC 5961 part). Establishments with normally 50 or more employees primarily engaged in the retail sale by catalog and mail order of a general line of merchandise similar to that sold by department stores.

Other Mail-Order Houses (SIC 5961 part). Establishments primarily engaged in the retail sale of a specialized or limited line of merchandise such as food, automotive merchandise, apparel, books, stationery, etc., by catalog and mail order.

Automatic Merchandising Machine Operators (SIC 5962).⁷ Establishments primarily engaged in the retail sale of products by means of automatic merchandising units (vending machines) which are generally located on the premises of other businesses. Those products include candy, nut, and confectionery; milk and ice cream; other beverages; and tobacco products.

Direct Selling Establishments (SIC 5963).⁷ Establishments primarily selling merchandise by house-to-house canvass, by party plan, by telephone, or from a truck. The merchandise includes building materials, hardware, and garden supplies; general merchandise, milk; other foods; apparel and accessories; furniture, home furnishings, and equipment; mobile food service; and books and stationery.

Fuel Oil Dealers (SIC 5983).⁸ Establishments primarily engaged in the retail sale of fuel oil.

Liquefied Petroleum Gas Dealers (SIC 5984).⁸ Establishments primarily engaged in the retail sale of liquefied petroleum (LP) gas (bottled gas or in bulk.)

Fuel Dealers, Not Elsewhere Classified (SIC 5989).⁸ Establishments primarily engaged in the retail sale of coal, coke, charcoal, wood, or any combination of these lines.

Florists (SIC 5992).⁸ Establishments primarily engaged in the retail sale of cut flowers and growing plants. Greenhouses and nurseries are included if receipts are primarily from the sale of products not grown on the premises.

Cigar Stores and Stands (SIC 5993).⁸ Establishments primarily engaged in the retail sale of cigars, cigarettes, tobacco, and smokers' supplies. Many of the establishments included in this classification are operated as concessions in places of amusement, railway stations, airports, and other public places.

News Dealers and Newsstands (SIC 5994).⁸ Establishments primarily engaged in the retail sale of newspapers, magazines, and other periodicals.

⁷Data for this kind of business are not shown separately but are included in the larger group: Nonstore Retailers (SIC 596).

⁸Data for this kind of business are not shown separately but are included in the nondurable goods stores total.

OFFICIAL BUSINESS
Penalty for Private Use \$300

ELECTRONIC SOURCES FOR RETAIL TRADE DATA

Recorded Messages

If you have a touch tone phone, you can obtain monthly sales estimates at the United States level by calling 301-457-1089. Estimates are available for:

- Advance estimates of sales for the most recently completed month.
- Preliminary estimates for the month prior to the advance month.
- Final estimates for the month before the preliminary month.

The estimates are usually released at 8:30 a.m. on the 9th working day after the end of the data month. If the 9th working day is a Monday, the estimates are released on the 10th working day.

Fastfax

You can obtain data contained in the tables 1, 8, and 9 by using the Census Bureau's FASTFAX system. To order, call 1-900-555-2FAX from anywhere in the North American dialing area. Follow the recorded instructions and the item

will be sent to the fax number you designate. Order document #1030 to receive the tables above.



Internet

If you have access to INTERNET, you can obtain data contained in tables 1, 8, and 9. To get the Census home page:

- Using the Gopher, from the Internet prompt, type:
[gopher gopher.census.gov](gopher:gopher.census.gov)
- Using FTP, from the Internet prompt, type:
<ftp.census.gov>
- Using the World Wide Web, type:
<http://www.census.gov>

From the Census home page click on Economy, Retail-Wholesale, then Monthly Retail Trade Survey.

The specific location of the files is:

<ftp://ftp.census.gov/pub/svsd/retlmon/download>
File names for current year data are RT [yyymm].txt.
File names for historical data are Sales [yy].txt.



Address questions to Monthly Retail Trade Branch 301-457-2706